

Alberta

MUNICIPAL AFFAIRS
Innovative Housing Grants Program



**OWNERSHIP RETIREMENT HOUSING
PROJECTS IN ALBERTA**

June, 1987

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The views and conclusions expressed
and the recommendations made in this
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FOREWORD

The project documented in this report received funding under the Innovative Housing Grants Program of Alberta Municipal Affairs. The Innovative Housing Grants Program is intended to encourage and assist housing research and development which will reduce housing costs, improve the quality and performance of dwelling units and subdivisions, or increase the long term viability and competitiveness of Alberta's housing industry.

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As the type of project and level of resources vary from applicant to applicant, the resulting documents are also varied. Comments and suggestions on this report are welcome. Please send comments or requests for further information to:

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EXECUTIVE SUMMARY

The purpose of this project was to prepare a report which designers, developers and buyers may utilize to assist in their decisions regarding the design, building, or purchase of owner occupied retirement housing. The study objectives were to:

- 1) identify the housing needs, expectations, and preferences of the mature market,
- 2) determine the degree to which Horizon Village developments satisfy owner requirements,
- 3) evaluate to what degree any design differences among developments affected resident satisfaction and how the designs might be improved, and
- 4) estimate the impact of this form of housing on seniors' independence and self-sufficiency.

Horizon Village Corporation has successfully introduced a new housing concept to Alberta, the ownership retirement village. They are currently developing their eighth retirement village. Design changes and improvements have been incorporated into the newer projects. The first three developments were selected as the buyer sample for this study.

Two research methods—mail questionnaires and interviews—were used to collect primary data from three groups of individuals: experts in the field of senior citizen housing, buyers of Horizon Village units, and households which had considered purchasing Horizon Village units but had decided against it (non-buyers). The study also reviewed recent literature on the subject.

The major findings of the study include:

- the ownership retirement village is a well-received concept,

- buyers and non-buyers of Horizon Village units were very similar in demographic and socioeconomic characteristics,
- buyers purchased Horizon Village units seeking low outdoor maintenance, a mature adult community, and worry-free travel,
- non-buyers were not ready to move yet and many found the units too expensive,
- housing expectations were generally met by Horizon Village ownership,
- although owner satisfaction was generally high, numerous suggestions for design improvements were expressed, and
- most residents expect this to be their final move but wish to arrange support services on their own as required.

The mature segment of the Canadian population is the fastest growing segment. The private housing industry is only beginning to realize this market potential. However, the mature market is not a homogeneous group and market research will become increasingly important as competition within the industry grows.

Because the mature market will represent a solid and strong market force in the near future, the challenge for private industry lies in providing suitable and desirable options for seniors—options which will accommodate aging-in-place. Senior consumers will also be demanding more participation in the planning process. They wish to play a role in developing housing alternatives which accurately meet their needs, lifestyles, and preferences.

SECTION 1

INTRODUCTION

- 1.1 Purpose of the Study
- 1.2 Scope and Focus of the Study
- 1.3 Statement of the Problem
- 1.4 Terminology and Definitions
- 1.5 Study Approach
- 1.6 Report Structure

1.0 INTRODUCTION

This chapter summarizes the study purpose, scope and focus, the problems to be addressed, and the report structure.

1.1 Purpose of the Study

The purpose of this project was to prepare a report which designers, developers, and buyers may utilize to assist in their decisions regarding the design, building, or purchase of owner-occupied retirement housing. The detailed objectives were to:

- 1) identify the needs, expectations, and preferences of the mature market with respect to the cost, design, and operating aspects of their retirement housing choices;
- 2) ascertain the degree to which each of the Horizon Village developments satisfies the owners' requirements listed in (1);
- 3) evaluate to what degree any design differences between the phases have affected resident satisfaction and how the designs might be improved; and
- 4) estimate the impact of this form of housing on seniors in terms of improvements to their self-sufficiency and independence.

1.2 Scope and Focus of the Study

The scope and focus of the study included:

- those seniors and mature buyers who were healthy and financially independent and who had elected to purchase housing in one of the three completed Horizon Village projects in Edmonton;
- housing issues, including design aspects and buyer restrictions (i.e. age, condominium restrictions, and occupancy);
- operational techniques or services in support of the residents' lifestyle;
- documentation of the pricing and marketing strategy employed by Horizon Village Corporation;

- contact with individuals who elected not to purchase these units, to ascertain the basis for their decisions; and
- user satisfaction with the three Horizon Village projects with a view to improving the satisfaction potential and marketability of this type of retirement village concept.

1.3 Statement of the Problem

There is an increasing interest in the design and development of lifestyle-specific, ownership, retirement housing in Alberta. One innovative approach to such housing has been the seniors' retirement village. "Horizon Village," in Edmonton, has developed several projects which appear to be meeting a significant market demand. (It should be noted that the Horizon Villages were studied because they were the only development of their type at the time of the study.) Although Horizon Village has heightened the awareness of this housing form, there is generally a lack of information on ownership retirement housing projects in Alberta and their ability to meet owner expectations or needs. This information is required by those members of the housing industry involved in the design, development, or ownership of such housing. This study responds to that need.

1.4 Terminology and Definitions

The term of essence in this study is "the retirement village." There are several definitions available to describe retirement villages, differentiated by the following characteristics (McMillan Heinz, 1976):

- sponsorship,
- location,
- types of services offered,
- type of life provision for residents, and
- housing design.

Using the above characteristics, Horizon Village may be defined as a small community of single level, semi-detached and row house units planned for healthy, independent older people (over 50), most of whom are retired. These villages incorporate shared facilities and services, particularly recreational/social facilities and outdoor maintenance.

Other definitions are provided in Appendix C: Glossary.

1.5 Study Approach

Two research methods (mail questionnaires and interviews) were used to collect data from three groups of individuals: experts in the field of seniors' housing, and buyers and non-buyers of Horizon Village units. The study methodology is further discussed in Section 4.

1.6 Report Structure

The report is organized such that each major section begins with a brief introduction and explanation of the contents, and concludes with a general summary of the information.

The sections of the report include

- Section 2: a description of Horizon Village,
- Section 3: a review of the literature,
- Section 4: stages of research, sample, and data analysis,
- Sections 5 through 9: questionnaire findings,
- Section 10: interview summaries, and
- Section 11: conclusions and recommendations.

Questionnaires, questionnaire results, tables, and glossary are included in the appendices.

SECTION 2

HORIZON VILLAGE

- 2.1 Horizon Village is Expanding
- 2.2 Horizon Villages are Located in
 Suburban Neighborhoods
- 2.3 Changes have been Incorporated
 into New Phases
- 2.4 Recreation Centres are an
 Important Design Component
- 2.5 Self-Management is a Goal
- 2.6 Horizon Village Marketing Approaches
- 2.7 Pricing of Horizon Village Units
- 2.8 Competition for Retirement Village
 Development is Increasing

2.0 HORIZON VILLAGE

The retirement village concept has been successful in the United States for many years, and is particularly common in the sunbelt regions. However, the concept is relatively new to Canada.

Horizon Village Corporation, a private enterprise company, was established in the early 1980's to fill what has become a very successful market niche. Keith Thomas, President of Horizon Village Corporation, saw potential in the retirement village concept for the Edmonton market. He had previously been involved in residential home construction.

To gain information about this new local housing concept, personal interviews were held with several members of Horizon Village Corporation, including one with the President, Keith Thomas. Additional information on specific Horizon Villages was obtained by visiting each complex.

This chapter summarizes the following currently available information on Horizon Village: the development phases, locations, design changes, amenities, management, marketing, pricing, and competition.

2.1 Horizon Village is Expanding

Horizon Village Corporation developed their first retirement village in St. Albert in 1983-84. "Pineview" Horizon Village, 32 units in St. Albert, most likely became the first ownership condominium project of single level design in Alberta and in Western Canada (see Figures 2.1 and 2.2). Subsequently, as people became familiar with the idea, demand increased and several additional villages were developed.

Since 1984, two Horizon Villages have been completed in Edmonton:

- a 32 unit project in Bearspaw called "Horizon Village South" (see Figures 2.3 and 2.4), and
- a 55 unit project in Beaumaris called "Horizon Village Lake Beaumaris" (see Figures 2.5 and 2.6).

FIGURE 2.1 PINEVIEW



FIGURE 2.2 PINEVIEW

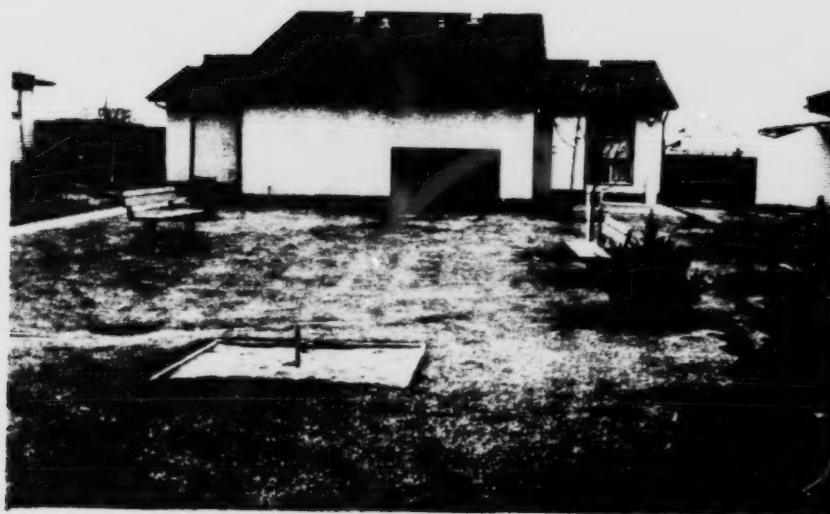


FIGURE 2.3 BEARSPAW



FIGURE 2.4 BEARSPAW



FIGURE 2.5 BEAUMARIS

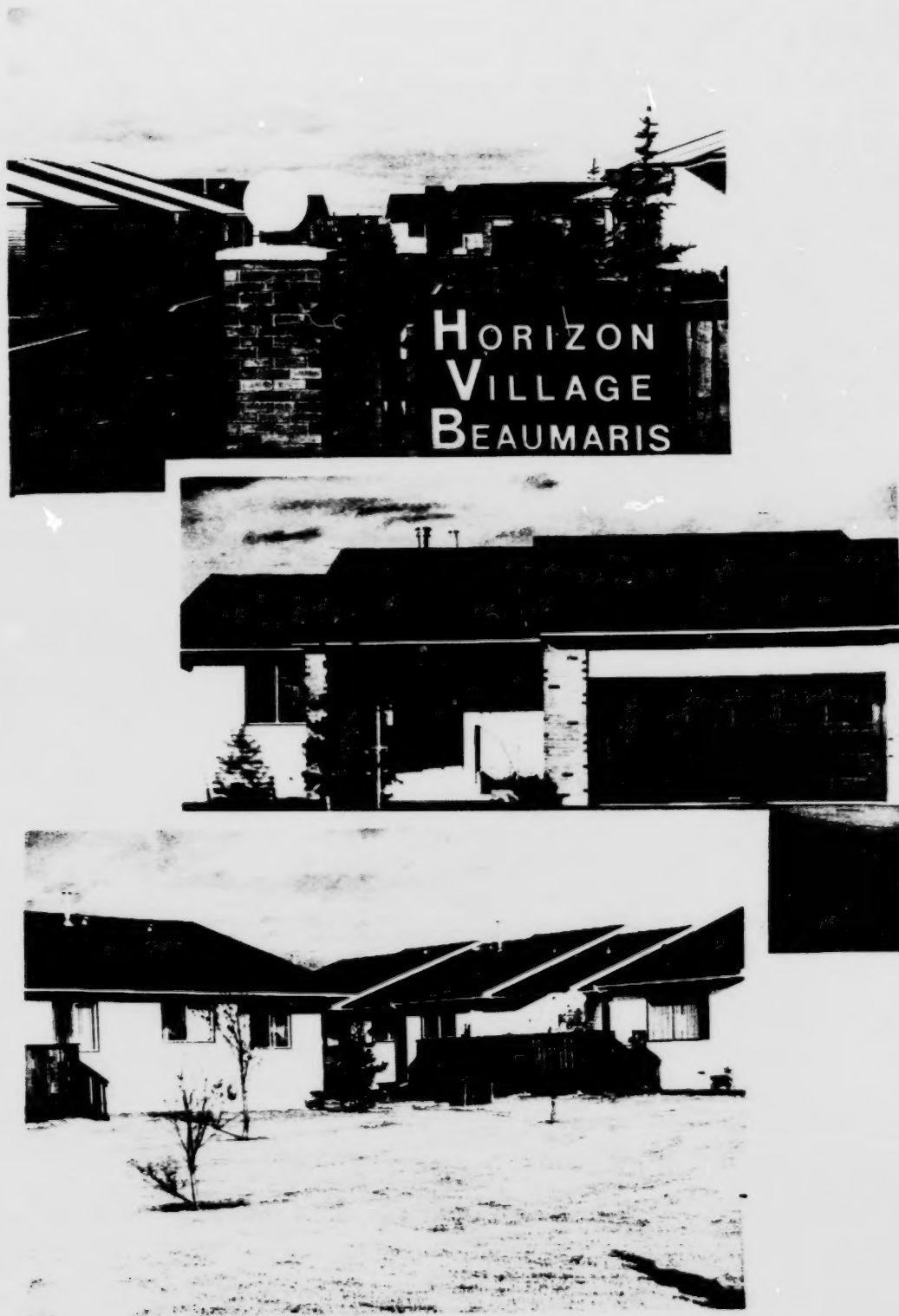


FIGURE 2.6 BEAUMARIS



As well, five Horizon Villages are underway in Alberta:

- an 85 unit project in Whitemud, Edmonton,
- a 53 unit project in Callingwood, Edmonton,
- a 30 unit project in Glen Allen, Sherwood Park,
- a 40 unit project in Strathcona Park, Calgary, and
- a project in Leduc.

As a result of increasing demand, Horizon Village Corporation is considering expansion into other areas of Alberta and Western Canada.

At the initiation of this study, only three Horizon Villages were fully occupied: Pineview, Bearspaw, and Beaumaris. The remainder of the report will focus on these phases.

2.2 Horizon Villages are Located in Suburban Neighborhoods

All Horizon Village developments are located in residential sites within suburban neighborhoods.

Bearspaw and Beaumaris Villages are located along man-made lakes. Beaumaris has direct access to a concrete walkway which runs along the perimeter of the lake; Bearspaw has no walkway, which makes the lake area somewhat less likely to be used for a stroll or recreational activities by Horizon Village residents. Proximities to services are discussed in the personal interviews summary in Section 10.

2.3 Changes have been Incorporated into New Phases

To understand the findings of the questionnaires and personal interviews, it is necessary that a description of each of the three phases and the differences among them be included in this study. The commentary deals with project features in the same topic order as in the questionnaires (see Appendix A).

2.3.1 Lot

Village site plans for Pineview, Bearspaw, and Beaumaris are presented in Figures 2.7 to 2.9. Complex/village plans for Pineview, Bearspaw and Beaumaris are

FIGURE 2.7 PINEVIEW SITE

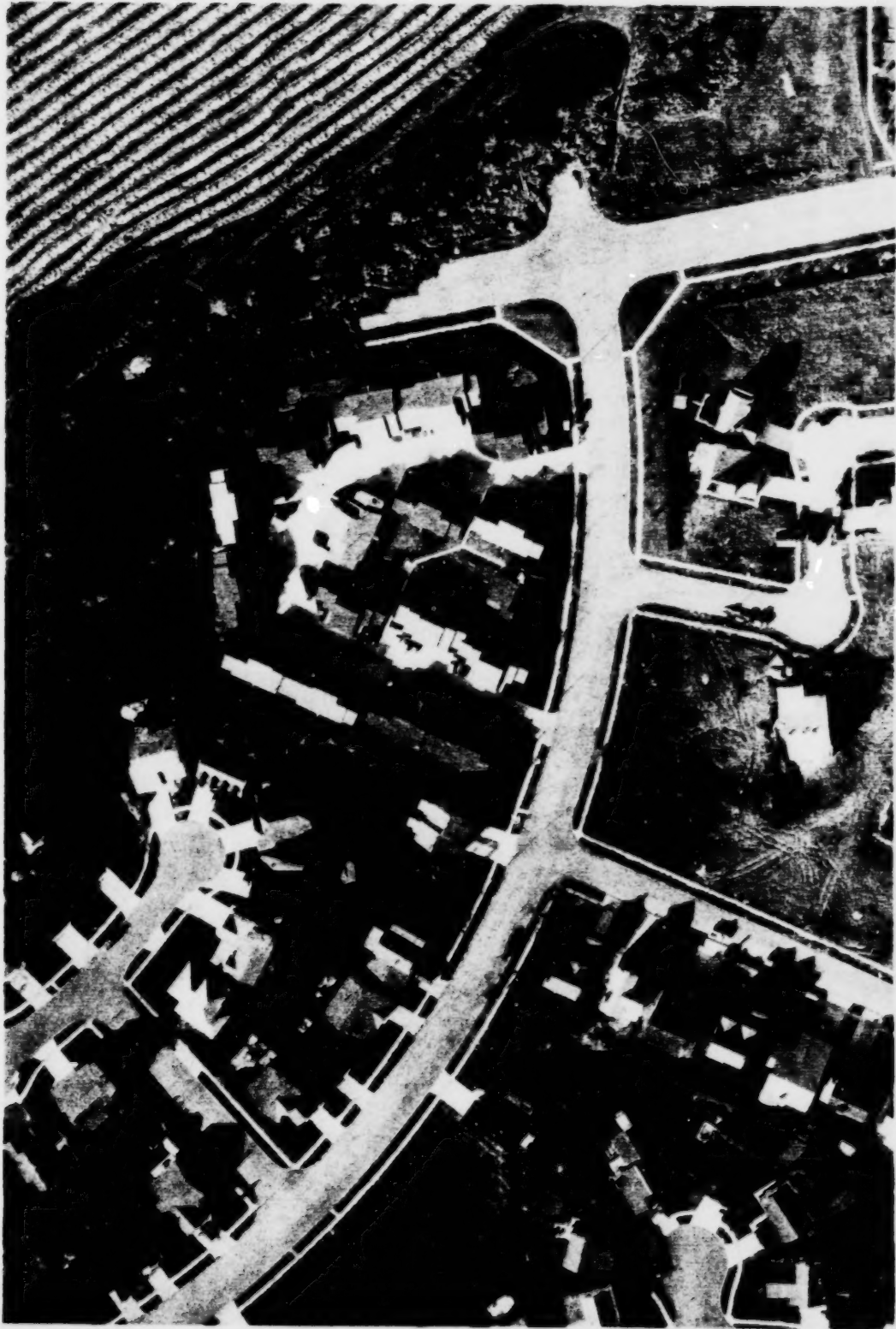
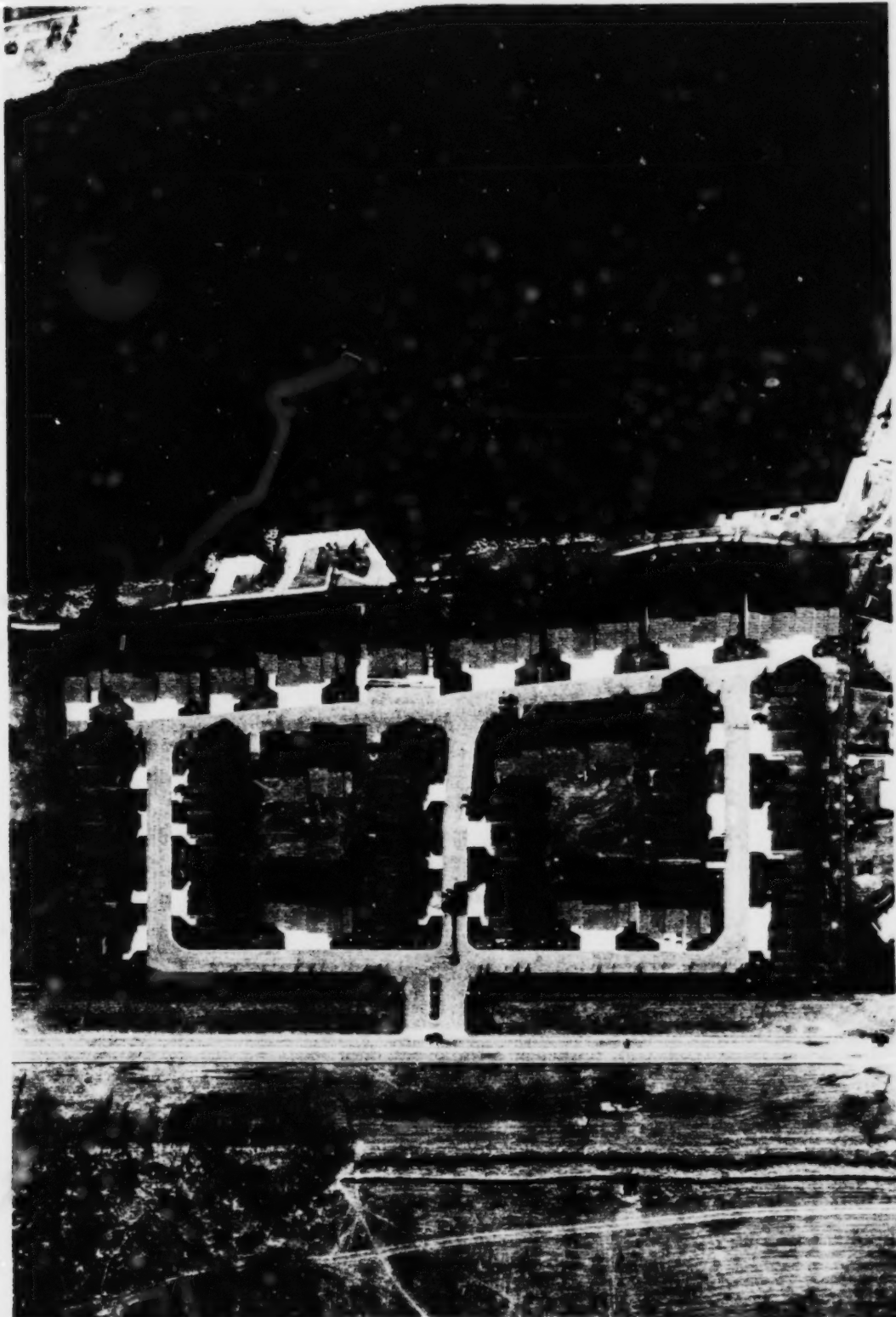


FIGURE 2.8 BEARSPAW SITE



FIGURE 2.9 BEAUMARIS SITE



quite similar in that the projects tend to follow a U-shape. Bearspaw and Beaumaris projects, however, have incorporated more land to decrease project density. For example, larger open spaces are provided along the lakes and within the central areas. Those units facing a lake are two-storey units with a patio on the lower floor and a deck on the upper floor to take advantage of the view.

Landscaping includes the following features:

- low-maintenance trees and shrubs,
- adjoining park or lake,
- outdoor recreational area, and
- open courtyard in the central area.

2.3.2 Exterior

Although Horizon Village developments are advertised as bungalow style homes, they are built as semi-detached homes and row housing (i.e. duplexes, three-plexes and four-plexes). The exterior finishing treatment of Pineview is stucco with asphalt shingles; Bearspaw and Beaumaris are both beige colored vinyl siding with asphalt shingles.

All three projects have two covered steps at the front entrances. Pineview and Bearspaw both have concrete patios on grade at the back; Beaumaris has raised wooden decks with wooden railings.

Pineview units have single attached garages; Bearspaw and Beaumaris have a mix of single and double attached garages. All have direct access from the garage to the interior of the unit. Bearspaw and Beaumaris also have driveways which can accommodate one or two vehicles; Pineview by contrast can not accommodate such parking. All three projects have visitor parking dispersed throughout the village. None of the three phases has sidewalks within the project, other than the individual ones from the roadway to the front door.

Outdoor maintenance is contracted out to private companies by the management association. Maintenance involves virtually everything except the interior of the unit. Snow removal, grass cutting, painting, repairs to the exterior of the buildings, and service problems are provided as part of a monthly condominium fee.

2.3.3 Interior

Unit designs, particularly the number of floor plans, have changed since the first Horizon Village—Pineview in St. Albert. From two basic floor plans, (88 square meters / 950 square feet and 96 square meters / 1030 square feet) in Pineview, unit designs increased to 15 choices in Beaumaris, ranging in size from 88 square meters (950 square feet) to 140 square meters (1510 square feet). Eight representative floor plans are presented in Figures 2.10 to 2.13.

Housing features are advertised as follows:

- energy-efficient quality construction (see Appendix C for details),
- 2 bedrooms (1 or 2 in Pineview),
- convenience-designed kitchen,
- main floor laundry,
- bungalow style,
- full basement for future development of hobby area, etc.,
- adequate storage areas,
- front drive attached garage (double or single), (single only for Pineview),
- several spacious floor plans,
- covered patio,
- maintenance-free exteriors,
- all-weather entrance, and
- many options available on pre-sell program.

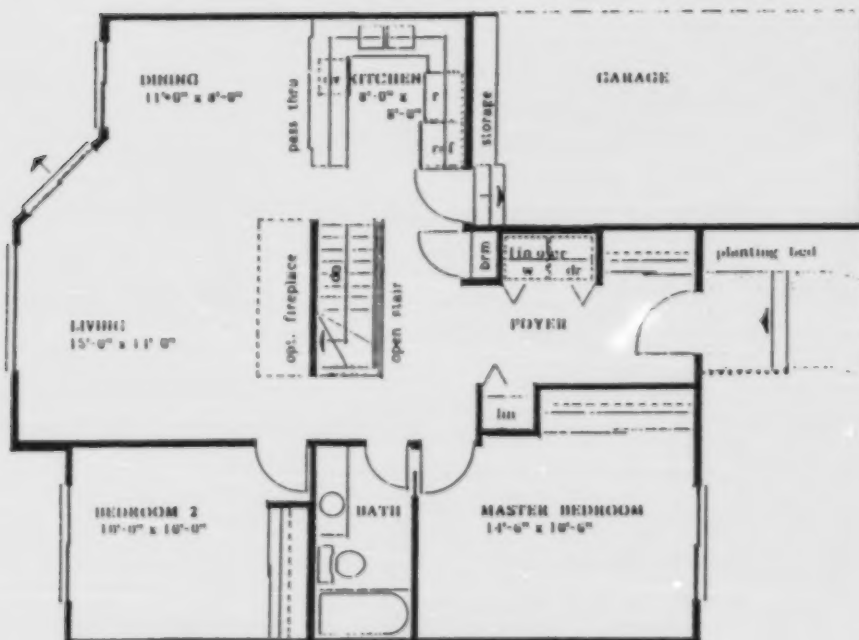
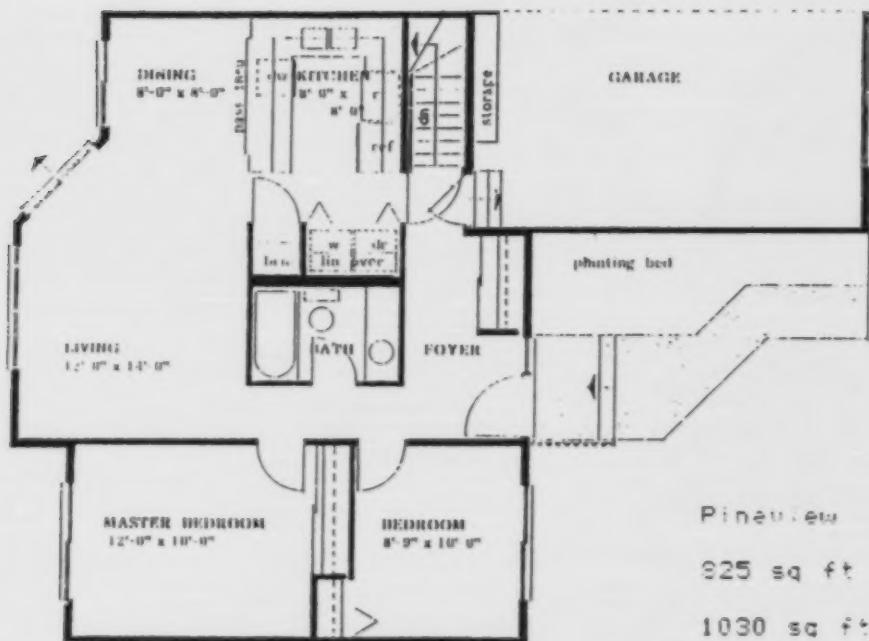
2.4 **Recreation Centres are an Important Development Concept**

A two-level amenities or recreation centre is a selling feature for each project. The centre includes the following:

Main floor:

- games room for pool table, shuffle board, etc.,
- lounge area for T.V. and reading,
- kitchen facilities for social functions,
- washroom facilities,
- sun atrium,

FIGURE 2.10 HORIZON VILLAGE FLOOR PLAN EXAMPLES

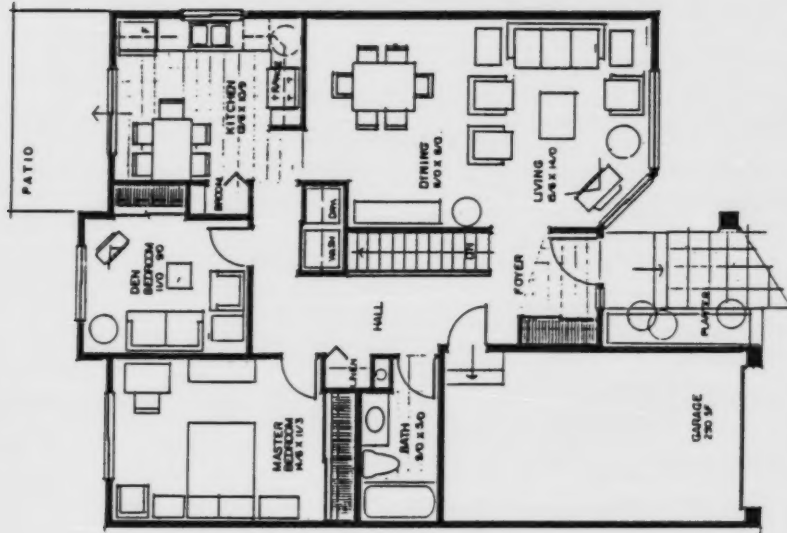


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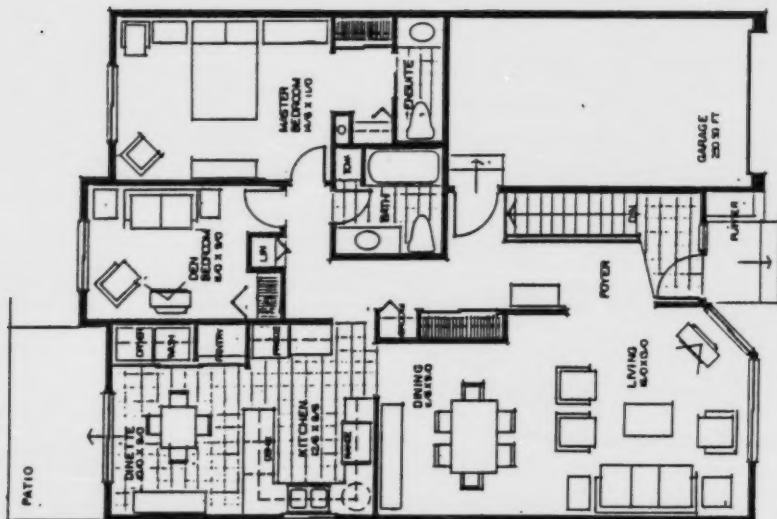
- main floor area 950 sq ft
- single car garage
- full basement - unfinished

Dimensions are approximate

FIGURE 2.12 HORIZON VILLAGE FLOOR PLAN EXAMPLES

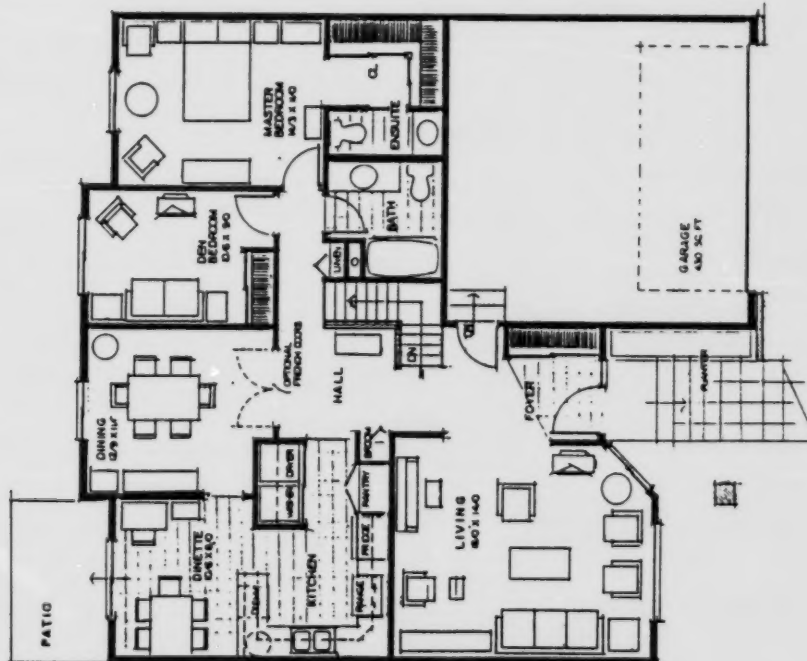
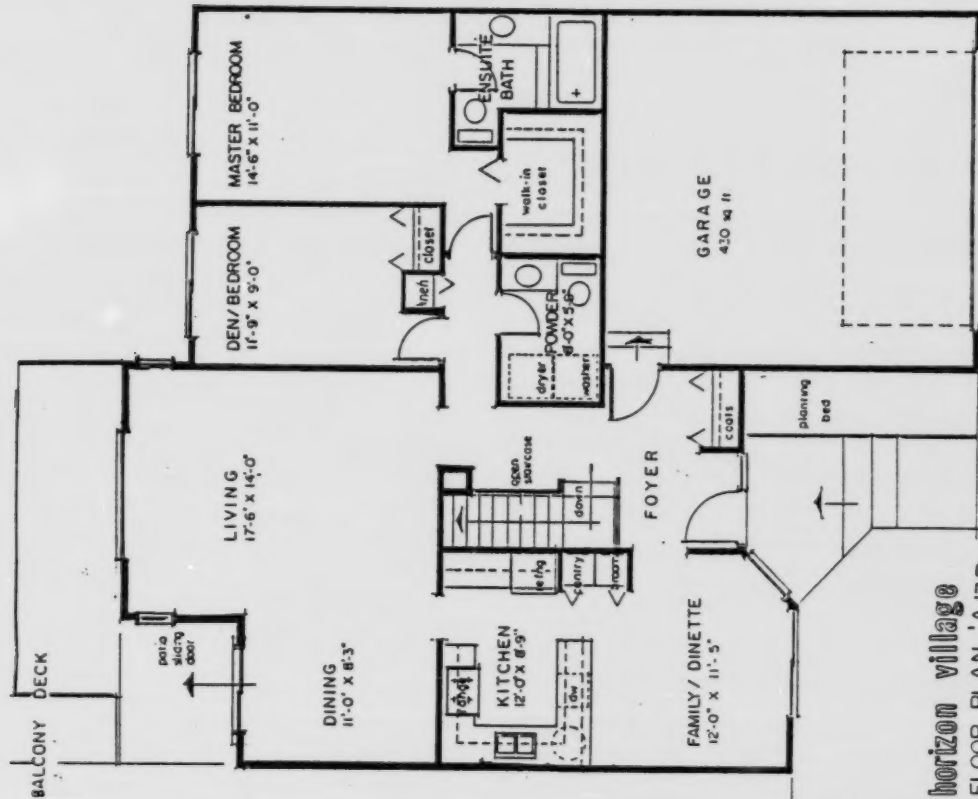


horizon village
UNIT TYPE B-11F
1085 SQ. FT.
1-CAR GARAGE
DIMENSIONS ARE APPROXIMATE



horizon village
UNIT TYPE B-12F
1215 SQ. FT.
1-CAR GARAGE
DIMENSIONS ARE APPROXIMATE

FIGURE 2.13 HORIZON VILLAGE FLOOR PLAN EXAMPLES



- covered entrance area, and
- patio.

Lower level:

- party room with dance floor and bar facilities,
- large open area for meetings and social events,
- washroom facilities, and
- walkout access to the lake (Bears paw and Beaumaris).

Outdoor features:

- garden patio,
- horseshoe pits, and
- area for future development.

2.5 Self-Management is a Goal

As with any condominium, each Horizon Village project elects a Board of Directors for the Condominium Association. Horizon Village Corporation President, Keith Thomas, is a member of the Board for the first year to assist with any problems which may arise.

The Condominium Associations also elect committees to deal with specific issues such as maintenance. In addition, the Association handles issues regarding qualifications and regulations such as those advertised by Horizon Village Corporation. These latter issues include:

- residency restricted to those persons aged 50 years and over,
- no children,
- pet restrictions left to discretion of owners,
- social committee to be established,
- management and maintenance contracts in place at time of occupancy,
- elected officers,
- ample opportunity for residents to supply input for future regulations, and
- restrictive covenant to protect and control future tenancy.

2.6 Horizon Village Marketing Approaches

Horizon Village Corporation has been very successful in selling "a new concept in leisure living for mature adults." Emphasis is placed on obtaining a deserved lifestyle within a mature adult community setting, more time for leisure and travel as a consequence of no outdoor maintenance, increased security, and maintaining independence and pride of ownership.

Benefits of living in Horizon Village are advertised as follows:

- participation and involvement with people of similar interests,
- no drastic lifestyle change such as apartment or high-rise living,
- independence and pride of ownership,
- freedom to come and go as desired,
- reduced maintenance: snow removal, grass cutting, painting, repairs to building, or service problems,
- homes designed for maximum living and housekeeping convenience,
- more leisure time,
- vacations without concern for maintenance or security,
- reduced costs: taxes, utilities, etc.,
- plenty of room for keepsakes and valued possessions,
- community spirit through recreational and social programs, and
- retirement in own community (with children, friends, doctors, etc.).

Horizon Village Corporation uses the following sources of advertising and promotion:

- television guide advertisements,
- newspaper advertisements,
- television advertisements,
- an information centre with architectural models of the villages,
- mall information displays,
- information packages, and
- show homes.

Open houses in show homes have attracted over 2000 people in a weekend. Another successful approach to the market has been advertisements in television guides (see Figure 2.14).

Sales personnel are patient with potential clients and realize that this group is very reluctant to move, and therefore needs reassurance that they are making the right choice.

2.7. Pricing of Horizon Village Units

Buying into Horizon Village is much like buying any house or condominium. Clients are totally responsible for selling their existing home.

Prices in Pineview ranged from approximately \$69,900 to \$72,900 in 1983-84 for a unit. Two floor plans were available—77 square meters (825 square feet) and 96 square meters (1030 square feet)—with inside units priced at the higher end of the range.

Beaumaris, the latest development in the study, ranged in price from approximately \$79,000 to \$110,000 depending again on the size and location within the complex. Sizes ranged from 88 square meters (950 square feet) to 140 square meters (1510 square feet).

Monthly condominium fees for outdoor maintenance, property insurance, fees, and contribution to a reserve fund are approximately 0.1% of the Horizon Village unit price. For example, an \$80,000 unit would pay approximately \$80 per month for condominium fees.

Optional features such as appliances, upgraded flooring, central vacuum system, and fireplace are available at additional cost during the pre-sell program.

2.8 Competition for Retirement Village Development is Increasing

Until recently, Horizon Village Corporation has enjoyed total market share in the local retirement village marketplace and is about three years ahead of any

FIGURE 2.14 EXAMPLE OF HORIZON VILLAGE MARKETING

Callingwood Village... Now Selling in West Edmonton!

Part of the Remarkable Horizon Village Story.

Horizon Villages, designed for active and recreational-minded people 50 years of age and over, are probably the most successful housing developments of their kind in Canada today.

In addition to the already sold-out villages of Pineview, in St. Albert, Bearspaw and Beaumaris Lake in Edmonton, more villages have been established in the Whitemud and Callingwood areas of Edmonton. As well, a new Horizon Village in the Strathcona area of Calgary was initiated in 1986.

The demand has been astounding and as a result more Horizon Villages are being considered in Alberta and Western Canada. In fact, work is already underway for Horizon Village Glen Allen in Sherwood Park, a hamlet adjacent to Edmonton.

Call today!

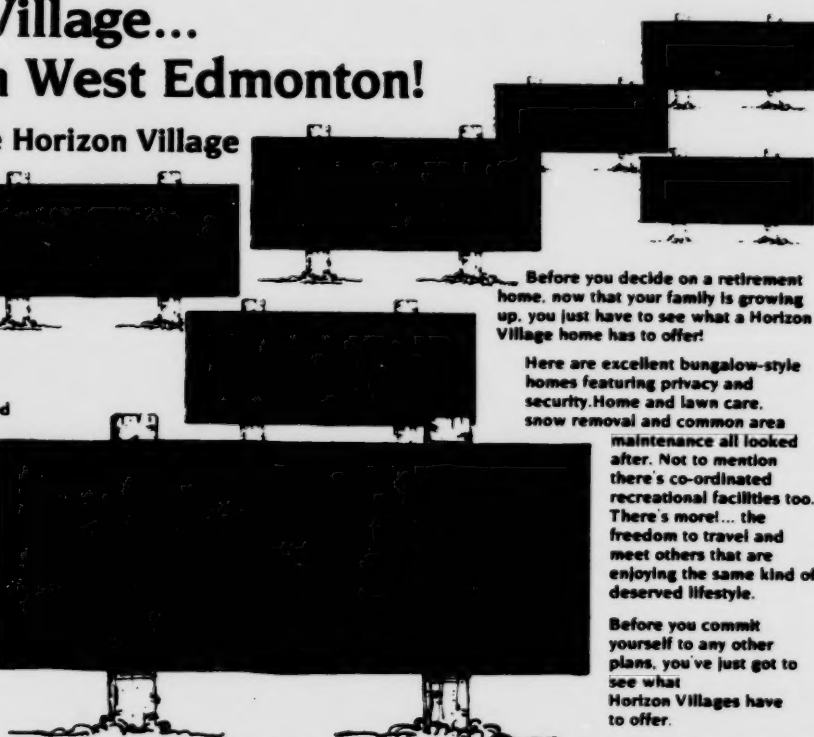
484-9276

Horizon Village Information Office Corner 149th St. & 87th Ave. (Wensley Building)

Before you decide on a retirement home, now that your family is growing up, you just have to see what a Horizon Village home has to offer!

Here are excellent bungalow-style homes featuring privacy and security. Home and lawn care, snow removal and common area maintenance all looked after. Not to mention there's co-ordinated recreational facilities too. There's more!... the freedom to travel and meet others that are enjoying the same kind of deserved lifestyle.

Before you commit yourself to any other plans, you've just got to see what Horizon Villages have to offer.



competition. As with any successful product or service, where the demand exists competition is inevitable.

Competition in the retirement village industry within Alberta includes:

- Carrington Properties: pre-selling in Ermineskin, Brookside, and St. Albert (see Figure 2.15),
- Sunrise Village: pre-selling in Sherwood Park (see Figure 2.16),
- Parkvale in Red Deer: a self-help, non-profit village, and
- Heatheridge and Woodside: planned adult communities with recreation and health care facilities proposed for Airdrie and Cochrane near Calgary.

In summary, Horizon Village Corporation has successfully introduced a new housing concept to Alberta: the ownership retirement village. Horizon Village is currently developing their eighth retirement village. Design changes and improvements have been incorporated into the newer projects. Changes and improvements will become more crucial with the current onset of the competition within this growing market.

FIGURE 2.15 CARRINGTON PROPERTIES



CARRINGTON VILLAGE

NOW YOU HAVE A CHOICE
BUNGALOW STYLE CONDOMINIUMS
FOR PEOPLE OVER AGE 45

2 COMMUNITIES TO CHOOSE FROM

CARRINGTON GARDENS

BROOKSIDE ESTATES

CARRINGTON VILLAGE

106 St. & 29 Ave.
IMMEDIATE OCCUPANCY

11th Ave. & 105 St.

Info. Centre Grandin Park Mall
(Centre of Mall)
Open 12 noon to 6 p.m. daily or call 438-7228

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ABOUT
CARRINGTON
CLUB

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OUT**

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SOLD**

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SHOWHOME 438-7385 Office 429-2060

**SHIELD OF
CONFIDENCE**

NOW OPEN CARRINGTON VILLAGE
ST. ALBERT

Source: TV Times, February, 1987

FIGURE 2.16 SUNRISE VILLAGE

GRAND OPENING

SUNDAY, FEBRUARY 1/87

SUNRISE VILLAGE

The homes you've been waiting for are now waiting for you!

If you're at least fifty, it's all yours. Fifty residences designed for the mature owner, a secure residential environment.

Located at Cloverbar Ranch, Sherwood Park.

Custom finished to your own specifications. Optional features limited only by your imagination.

At Sunrise Village

- No more snow shovelling and grass cutting.
- Meet new friends with common interests.
- Enjoy travel, leisure and freedom of worry.
- Relax and have fun in your own private club or recreation centre.

MODEL HOME

OPEN DAILY

9 A.M.-9 P.M.

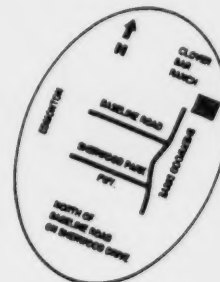
NOON-5 P.M.

SAT. & SUN.

467-4834



30%
SOLD



Source: TV Times, February, 1987

SECTION 3

A REVIEW OF THE LITERATURE

- 3.1 Concepts in Ownership Retirement Housing
- 3.2 Target Markets and Buyer Profiles
- 3.3 Site Selection
- 3.4 Site Design
- 3.5 Home Design and Internal Features
- 3.6 Level of Housing Satisfaction
- 3.7 Administrative and Support Services

3.0 A REVIEW OF THE LITERATURE

This section provides an overall review of the literature on ownership retirement housing in North America.

A review of literature by Gunn et al. (1983) indicates a need for research on housing alternatives for seniors. Seniors wish to remain homeowners and desire more choice in the type, size and location of housing options. Until recently, there has been a lack of choice in Canada for specially designed housing which fully meets the requirements of this market (Brink, 1984).

Ownership retirement housing (herein referred to as retirement housing) has been a specialized market for decades in the United States, particularly in the sunbelt regions. It is, however, relatively new to Alberta and Canada. The response to retirement housing in Ontario has generally been positive, and owners indicate a high level of satisfaction (Ontario Ministry of Municipal Affairs, 1985).

Retirement housing is commonly age-specific and geared toward a slower pace, sense of community, sense of personal safety, low maintenance, social and recreational interaction, and convenience of amenities.

This section reviews the available literature on retirement housing in North America and summarizes the information according to the following topics: concepts in retirement housing, buyer profiles and target markets, site selection, home design and internal features, level of housing satisfaction, and administrative and support services. It should be noted that there have not been a large number of research studies which specifically focus on ownership retirement housing. There have been, however, a number of articles published in various trade magazines over the past two or three years. Several of these articles have been summarized in the review of the literature and are included in the bibliography.

3.1 Concepts in Ownership Retirement Housing

Retirement housing in North America can be categorized according to five types: new towns, retirement villages, subdivisions, residences, and continuing care

communities (Pastalan in Gutman, 1984). The focus of this study lies with retirement villages and as such will limit the literature review to this concept.

Retirement villages vary in housing type, quantity, and density. Options commonly include single-detached homes, two- to eight-plexes, low- and high-rise condominiums, and mobile homes. There is also variability in tenure: fee-simple, cooperatives, condominiums, and rentals. The focus of this study is on ownership, two- to four-plex condominium villages developed by Horizon Village Corporation in Edmonton and St. Albert.

Regardless of tenure, residents commonly pay a monthly fee for recreational and communal facilities, outdoor maintenance, exterior insurance, and a reserve fund for future repairs.

Retirement villages are generally not planned to be self-contained, but rather are strategically positioned near community services and amenities (Pastalan in Gutman, 1984). Although such villages do not provide health care services, many offer emergency medical service. Retirement villages differ in the degree to which security and personal safety is provided. Many villages in the United States are surrounded by walls with a guarded entrance to limit access to residents and authorized visitors.

3.2 Target Markets and Buyer Profiles

Until recently there has been very little private sector interest in Alberta to develop specialized housing for the senior citizen market (Mendritzki, 1983; Sherebrin, 1984). Other, more buoyant markets existed. However, economic changes over the past several years have forced the private housing sector to look for opportunity areas, one of which is the "greying" market.

There are 2.4 million Canadians over 65 years of age and this will increase to 3.3 million by 2001 (Brink, 1984). The 1981 Census of Canada figures project that the mature population (age 50 and over) in Alberta will increase from 466,500 in 1986 to 591,000 in 1996—a 27% increase. There is a growing senior population and therefore a growing opportunity for the private sector to meet an increasing

demand for housing which reflects the changing needs and preferences of the mature market. Of Alberta's seniors (65 years and over), 71,000 live in their own homes despite upkeep and maintenance problems, because they see economic advantages and have a strong desire for home ownership (Mendritzki, 1983). In Alberta, this sizeable market opportunity was largely ignored until Horizon Village Corporation developed their first retirement village in St. Albert in 1983.

Mendritzki (1983), Brink (1984), and other researchers present the premise that seniors have housing needs which are not being met by current housing approaches. In the past, there has been a lack of recognition of differences in seniors' needs, therefore a restricted number of housing choices. Condominium ownership, although available, was not targeted specifically to the mature segment. Most projects for seniors in Alberta have been low-rental, public sector housing. However, a study by Strategics (1983) found that many senior citizens did not wish to utilize government-assisted housing as an alternative form of retirement housing unless it was unavoidable. There was a large portion of the senior market who were financially capable of buying into a retirement village because of the equity in their homes (Mendritzki, 1983; Sherebrin, 1984).

It is important to note that the mature market is not a homogeneous group; their housing needs and demands may vary substantially according to their age, income and health (Adams, 1983). Various factors are leading to a growing demand for housing options which meet the needs and preferences of the mature population: higher incomes, greater mobility, better health and education, and heightened demand. As well, fewer people are relying on the family unit as they grow older, but instead are seeking to maintain an independent and active lifestyle (Smart, 1983). Therefore, the National Advisory Council on Aging and Pinsky's study (1983) suggest that senior citizens become involved in the decision-making process in development of housing for this segment.

The retirement village concept in Mendritzki's study was based on a variety of housing choices, recreational facilities, and services specifically targeted to a market 55 and over. Management problems and survey results from Mendritzki's study suggested a residential rather than a health care approach. His study emphasis was therefore placed on residential, not institutional options in retirement

housing. The concept was not simply an "old folks' home," but an attempt to meet the lifestyle needs of an older market, who are able and willing to pay for this type of development. The proposed retirement housing concept in Mendritzki's study was well received by seniors who were interviewed; the only major concerns were rapidly-increasing monthly condominium fees and disposal of the unit.

Demographically, the average buyer of retirement village housing is an "empty-nester," retired, middle class couple who see advantages to increasing their cash from the equity in their family home (Crawford, 1985). Buyers are often retired couples in their late 60's, who are college educated, and financially comfortable (Pastalan in Gutman, 1984). Mendritzki found that almost three-quarters of the Alberta seniors he surveyed were married couples who lived in older established areas in homes which were 20 years or older. The majority of the respondents were between 65 and 69 years of age, although the market is likely to appeal to people as young as 55. Almost half of the respondents preferred a smaller (800 to 1000 square foot), single family home with two bedrooms. As well, smaller projects were preferred to larger ones.

Demand for retirement housing is primarily affected by economic considerations (e.g. tax/cost savings from a smaller home) and the need to be near family (McMillan, 1976). Clients are also looking for recreation centres and social activities through a lifestyle which fills increasing leisure hours in retirement years. The potential buyer wants to travel more and wants an age-specific development with no children except as visitors. Contrary to popular belief, sunbelt retirement developments in the United States do not warrant full-time occupancy by Canadians because older people want to be near their families. Potential residents want low maintenance, security, appropriate lifestyle, and peer group interaction. They also want desirable housing alternatives to be moderately priced so funds are available to travel.

For most older people, there is a reluctance to move. However, there are people over 55 who view retirement as an opportunity to move to specialized retirement housing (Taylor, 1984). Marketing considerations which must be addressed by parties interested in retirement village development include (Crawford, 1985):

- "double-selling"; once to the retired couple, and once to their children, who think the parents are "blowing their inheritance";
- a lot of patience is required to see to this "touch and feel" market (some visit eight or nine times before purchasing); and
- seniors tend to make housing purchases without major influence from family or friends.

Although this market requires much handholding throughout the purchase decision, there are fewer than five percent of senior homeowners who still hold a mortgage on their homes.

In summary, while the 50 and over homeowner may be a difficult customer to deal with, the market is a long-term growth market (at least a 50-year market) for empty-nesters and retirees (Adams, 1983). Environics Research Group Ltd. in Toronto indicated (Globe and Mail, February 25, 1985) that 74 percent of older families (in Ontario) prefer one-storey homes, more modest-sized dwellings, and are prepared to pay more for them than younger people are. He also indicated that quality, low-rise developments established in urban areas might well draw older buyers.

3.3 Site Selection

Sites for seniors' housing should be integrated within a community, located in a quiet neighborhood, and developed on flat land (Whiting and Woodward, 1985). Immobility increases with age; therefore, proximity to health and social services becomes a fundamental planning factor (CMHC, 1983).

Although many research studies indicate that seniors wish to remain in central core areas of cities, this is seldom feasible in developing a retirement village. Land is usually fully occupied and more expensive in inner cores. Mendritzki (1983) found that Alberta seniors were quite prepared to live in suburban areas, including new subdivisions. However, public transportation and proximity to services becomes an important development consideration. Green (1975) summarized desirable site requirements for suburban neighborhood retirement housing as follows:

A desirable location would be in a residential area adjoining a commercial zone which offers shopping areas and professional services. Suburban shopping areas usually lack an adequate pedestrian access, and the fact that services are nearby is not sufficient to ensure convenience for elderly residents. There must be a safe and convenient system of walkways and designated crosswalks that are well-lighted and maintained to permit safe movement of residents to and from services (p. 36).

Sites for retirement housing should be located within a reasonable walking distance of services. Suggested proximity maximums for seniors' housing are shown in Figure 3.1 (Whiting and Woodwark, 1985).

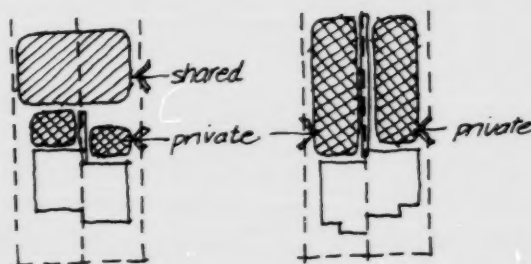
3.4 Site Design

In determining site design, developers must consider the physical characteristics of the location, land use compatibility, and site density (Green, 1975). The project must be livable and enjoyable—many seniors do not wish to move again.

Whiting and Woodwark (1985) indicate the following site design features as important elements of retirement housing development:

Lot Features:

- Each home visible by another
- Some private outdoor space
- Simple yard
- Active and passive outdoor areas



Landscaping:

- Raised planters
- Mature landscaping
- Symbolic barriers for privacy



Outdoor Sitting Areas:

- Front sitting area
- Private back yard
- Protection from sun and wind

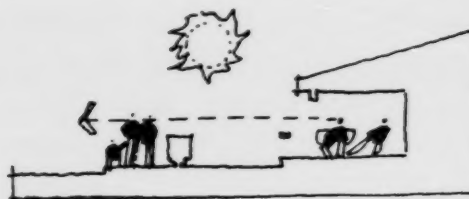
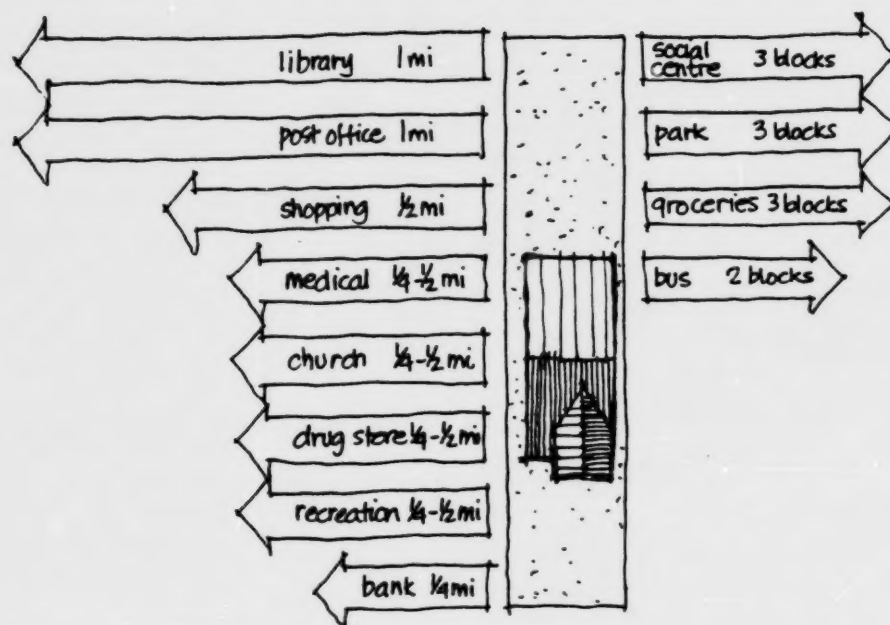


FIGURE 3.1 SUGGESTED PROXIMITIES TO SERVICES



Source: A Senior's Home, Whiting and Woodward, 1985

Parking:

Short distance from house

Attached garages

Automatic door openers

Mendritzki (1983) found that seniors were more receptive to the smaller (112 unit) concept than to a larger project (300 units). Respondents thought the smaller village would be friendlier. As well, seniors found a mix of housing forms acceptable, although low-rise apartment buildings (3 storeys) were preferred to high-rise ones.

A recreational building is important to the mature market for both physical activities and social interaction. Mendritzki found that the following facilities or features were well-received: benches, small garden plots, swimming pool, whirlpool, exercise area, an area for crafts/hobbies, a social room, and a lounge area.

Respondents in Mendritzki's study did not favor a nursing home as part of the project, but instead would prefer a small on-site clinic with a part-time pharmacy.

In terms of security, respondents favored emergency call buttons, adequate outdoor lighting, security fence and/or patrol, attractive perimeter fencing, and a residential manager. However, they wished to avoid an institutional appearance.

3.5 Home Design and Internal Features

Lorraine Hiatt (in Gutman, 1984) summarizes the importance of the housing goal for older people—functional design:

A functionally designed environment for older people can and should look conventional to the uninformed observer. But, very subtly, it is tailored to work to support the individual's needs. It is the design features in specially built housing for older people which should be contributing to the independence and self-care potential of the residents. ...people change. If a project is successful, they may even sustain their health longer and experience deterioration at a slower rate. To create new dwellings without seizing the opportunity for architecture, interior design and equipment to work more supportively is to spend a great deal of money on a short-term solution for shelter (pp. 202-203).

Basic human needs of the elderly are identical to those of any age group. However, as people age they experience losses, particularly in terms of their health. Two basic factors involved in satisfying the physical needs of elderly residents are convenience and overcoming physical handicaps (Green, 1975). Specific design guidelines for developing housing for the mature population are summarized below according to specific design areas (Whiting and Woodwark, 1985). The list highlights desirable features for seniors' housing; their study should be consulted for a complete inventory and detailed diagrams.

Safety and Security Features:

- Fire extinguishers
- Emergency call buttons
- Alarm system

Flexibility and Adaptability:

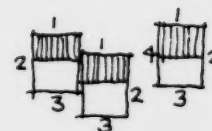
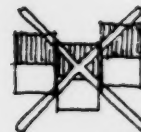
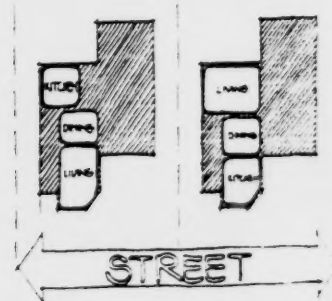
- Possible increasing disability of residents
- Allow for individuality and preferences
- Offer various design options

Maintenance:

- Easy to clean
- Minimum yardwork
- Easy to maintain exterior finish

Home Appearance or Style:

- Optimally semi-detached
- Compatible appearance with neighborhood
- Individualized home appearances
- Pleasant surroundings
- 75-95 square meters (800-1000 sq. ft.)
- Semi-open style for living areas
- One storey

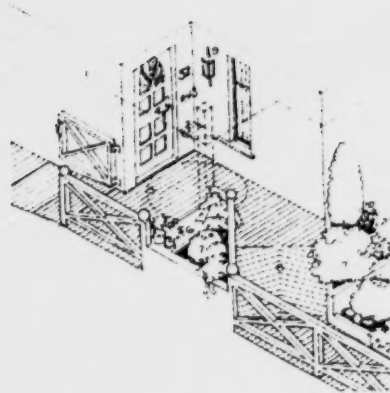


Exterior Walkways:

- Hard surface, non-slip, level
- No single steps
- Minimize steps if at all possible
- Handrails
- Rough-surfaced decks and patios

Unit Entry:

- Exterior entry visible from interior
- Covered
- Grade level
- Shelf for parcels
- Mail slot in door



Living Area:

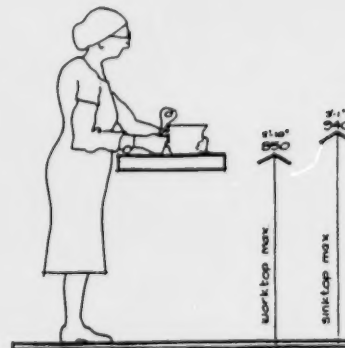
- Apparent spaciousness
- Sufficient space for large furniture
- Bright lighting
- View of outside
- Moderate-sized windows
- Avoid view of kitchen

Dining Room:

- Nearly square plan
- Adjacent to living room or hall
- Window view from table

Kitchen:

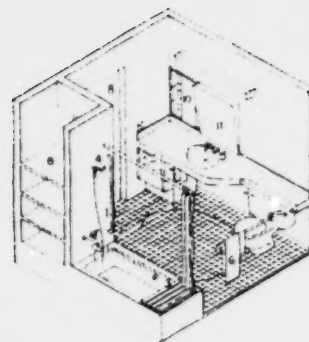
- Compact and efficient
- Continuous work surface
- L-shape
- Pantry nearby
- Good lighting
- Window
- Convenient shelves and cupboards
- Plenty of built-ins and storage



- Adjustable shelves
- Sit-down work area
- Lazy susans
- Double sinks
- Lever-type faucets

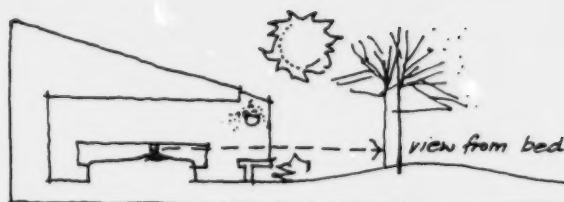
Bathroom:

- Adequate size for dressing
- Bath rim no higher than 380 mm (15 in.)
- Wheelchair access
- Out-swing or pocket door
- Emergency call button
- Grab bars
- Shower
- Lever-type taps
- Durable, easy-clean toilets



Bedrooms:

- Wheelchair access
- Window view from bed
- Emergency call button
- Short, direct path to bathroom



Spare Room:

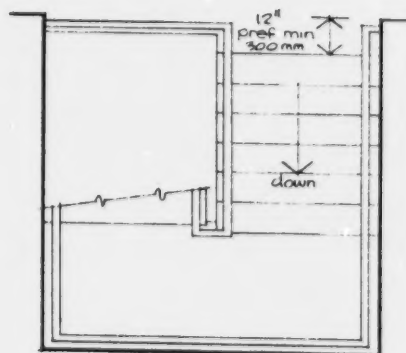
- Flexible use

Laundry Area:

- On main floor

Stairs:

- Avoid where possible
- Avoid exterior stairs
- Avoid long, unbroken runs
- Adequate tread depth of step
- Handrails



Electrical:

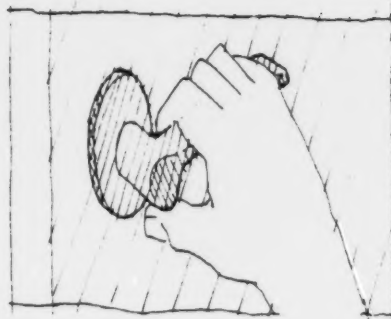
- Light switches horizontal with door handles
- Butterfly switches
- Illuminated switches in halls, bathroom, bedroom

Lighting:

- Higher levels of illumination
- Strong light in work areas

Doors:

- Lever-type door handles
- Use of 915 mm (36 in.) door openings
for wheelchairs



Since the market is not homogeneous, developers should offer a variety of options to owners. Designs should be flexible and allow for individual needs and preferences. Because people often make a move in pre-retirement years, housing for this segment must be built to enable suitable and easy modifications as their needs change (Whiting and Woodwark, 1985).

3.6 Level of Housing Satisfaction

McMillan (1976), in a study of New Jersey retirement villages, found that residents indicated high levels of satisfaction with this form of housing and that they were not likely to move, except perhaps for personal reasons such as death of a family member.

A St. Albert Planning Services (1986) study of local seniors found that Pineview Horizon Village residents had a high overall level of satisfaction with their retirement housing. The positive features and aspects of living in Pineview were:

- quiet neighborhood,
- recreation facility,
- size of unit,
- security,
- low maintenance,
- friendly social atmosphere,

- ground orientation of units,
- bus service, and
- attached garage.

Although their overall satisfaction was high, some components of the project were criticized: steepness of stairs, wheelchair access, size of unit, and project density. It should be noted that there are two unit sizes, which explains the duplication of this aspect in both levels of satisfaction.

3.7 Administrative and Support Services

As the elderly become an increasing proportion of the population, residential and health facilities will need to meet this increasing demand. Although there is great individual variety among older people in their ability to cope comfortably with their surroundings, there are physical problems that are common among this age group. Informed and tactful building design can restore the elderly's rapport with the environment without causing feelings of being "different" or dependent (Jordan, 1984). The retirement village is one form of age-specific housing developed to meet this demand.

In the short run, retirement communities can be satisfactory housing solutions for seniors who choose them as alternatives to remaining in their own homes (Pastalan, 1980). However, few studies consider the changing needs of retirement community populations. Such communities are considered to be comprised of affluent, healthy, married, "young-old" people who are capable of remaining independent. Such a view ignores the problems of aging-in-place. Since few residents or retirement communities regard family and friends as appropriate providers of long-term care, formal services may eventually be required (Sullivan, 1986).

Research is needed to measure the extent to which different living arrangements influence access to aid from informal support networks (Stone, 1984) such as those developed within a retirement village.

In summary, little is known about what motivates a person to move into retirement housing, what facilities and services seniors need and want on an on-site basis,

and how they feel about the type of accommodation developed for them (Pahelje, 1984). This study attempts to provide information on these issues.

SECTION 4

RESEARCH METHODS

- 4.1 Methods and Stages of Research**
- 4.2 Sample Size and Design**
- 4.3 Data Analysis**

4.0 RESEARCH METHODS

This chapter summarizes the research approach, the selected sample of senior homeowners, and the methods used to analyze the collected data.

4.1 Methods and Stages of Research

Two research methods (mail questionnaires and interviews) were used to collect primary data from three groups of individuals: experts in the field of senior citizen housing, buyers of Horizon Village units, and non-buyers of Horizon Village units.

The research on Horizon Village was conducted in two distinct stages. The first stage involved the preparation and mailing of a questionnaire which was sent to buyers and non-buyers of Horizon Village units. The follow-up stage involved personal interviews with experts in senior citizen housing and residents of Horizon Village.

4.2 Sample Size and Design

This study was limited to the following three housing projects, as they were the only Alberta retirement developments occupied at this time. Recently, more communities by Horizon Village and other developers have been opened or initiated. These phases were:

- Pineview Horizon Village in St. Albert,
- Horizon Village South in Bearspaw, and
- Horizon Village Beaumaris in Castle Downs.

4.2.1 Mail Questionnaires:

The questionnaires to buyers were dropped off in resident mailboxes and picked up approximately four days later.

Telephone follow-ups were done to ensure that residents who wished to complete the questionnaire were not missed.

A list of non-buyers, provided by Horizon Village Sales Management, was used to contact people who were interested in Horizon Village but chose for some reason not to purchase. Questionnaires were mailed to non-buyers who were allotted three weeks to return them.

4.2.2 Interviews:

Telephone interviews were arranged with key individuals in each of the following organizations as representatives of experts in the field of senior citizen housing:

- the developer of Horizon Village projects,
- the Society for the Retired and Semi-Retired,
- a housing consultant,
- the City of St. Albert, Planning Services, and
- Edmonton Senior Unique Housing.

Personal interviews were conducted with residents who volunteered through the mail questionnaires to participate in an in-depth interview about retirement housing. The in-depth interviews were used to obtain qualitative information about important issues which arose from the survey.

A summary of the interviews is provided in Section 10.

4.3 **Data Analysis**

Questionnaire responses were computer coded and run on SPSS-X, a computer program for the social sciences. Frequencies were obtained for all questions in the buyer and non-buyer surveys. As well, many cross-tabulations were run to determine if there were any significant differences among the three Horizon Village projects, or between buyers and non-buyers.

SECTION 5

RESPONDENT PROFILES

- 5.1 Who Answered the Survey?
- 5.2 Home Characteristics
- 5.3 Respondent Characteristics

5.0 RESPONDENT PROFILES

Owners or "buyers" of retirement village units were sampled from:

- Pineview Horizon Village in St. Albert,
- Horizon Village South in Bearspaw, and
- Horizon Village Beaumaris in Castle Downs.

This chapter profiles respondents by their housing characteristics (i.e. type of residence, length of residence, tenure, and mortgage) and by respondent characteristics (i.e. marital status, age, education, employment, occupation, ethnic background, health, travel, number of vehicles and income) for buyers and non-buyers of Horizon Village homes. The information presented in this report highlights major findings of the study: detailed data in response to specific questions in the survey may be found in Appendix A. As well, any statistically significant differences between Horizon Village phases, or between buyers and non-buyers, are indicated within the appropriate sections.

5.1 Who Answered the Survey?

5.1.1 Buyers:

Fifty-eight buyer households completed the questionnaire (see Appendix A). More specifically, 21 households (of a potential 30 units) responded from Pineview; 9 households (of a potential 28 units) responded from Bearspaw; and 28 households (of a potential 50 units) responded from Beaumaris. Although the total number of units within the three projects is 119, several people were away on holidays and several were used in a pre-test of the questionnaire.

Female respondents outnumbered males by a ratio of 1.4:1. Couples were encouraged to complete the survey together, and as a result, approximately half of the buyer questionnaires were answered by couples.

5.1.2 Non-buyers:

Eighteen non-buyer households completed the mail questionnaire. Female respondents outnumbered males slightly by a ratio of 1.1:1. Again, couples were encouraged to complete the non-buyer survey as a couple—almost three-quarters complied.

5.1.3 Total Response:

The response rate for both buyers (54 percent) and non-buyers (35 percent) was excellent. (A good response to mail surveys ranges from 10 to 20 percent.) Buyers were also asked to identify themselves at the end of the questionnaire if they wished to participate in an in-depth interview about retirement housing. Twenty households agreed to the interviews, which are discussed in Section 10.

5.2 **Home Characteristics**

5.2.1 Tenure:

Over 90 percent of buyers and non-buyers own their own homes (see Figure 5.1). Less than 10 percent of the people who bought into Horizon Village were previously renters.

5.2.2 Type of Residence:

Prior to moving to Horizon Village, close to 80 percent of buyers were from the Edmonton area, which included St. Albert and Sherwood Park. The remainder were from other cities in Alberta, rural areas of Alberta, and only two were from outside the province. Nearly all non-buyers were from Edmonton or Sherwood Park.

5.2.3 Length of Tenancy:

Many buyers and non-buyers were long-term residents of their single family homes—10 to 20 years or more (see Figure 5.2).

5.2.4 Mortgage:

Over 80 percent of buyers and non-buyers indicated they had clear title to their home (see Figure 5.2). As well, nearly all buyers obtained clear title to their Horizon Village home at the time of purchase.

Two-thirds of the buyers paid more for the Horizon Village unit than the value of their previous home. Furthermore, most buyers sold their previous home.

5.2.5 Home Size:

Approximately half the respondents bought Horizon Village units that were smaller than their previous home; 20 percent bought units which were larger (see Figure 5.3).

FIGURE 5.1 HOUSING CHARACTERISTICS

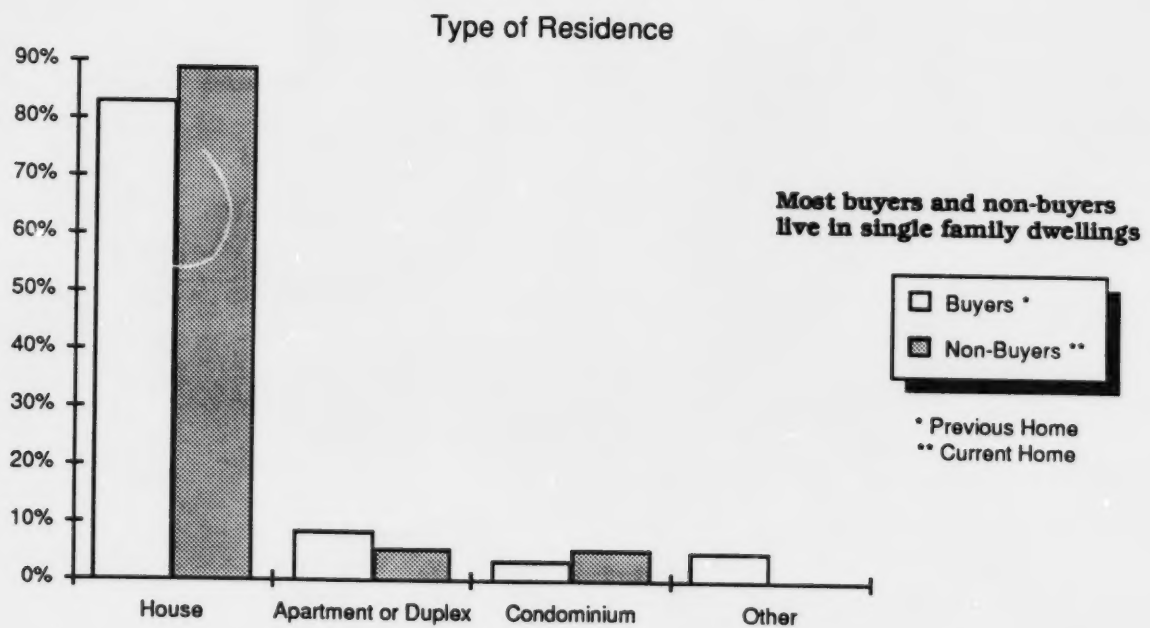
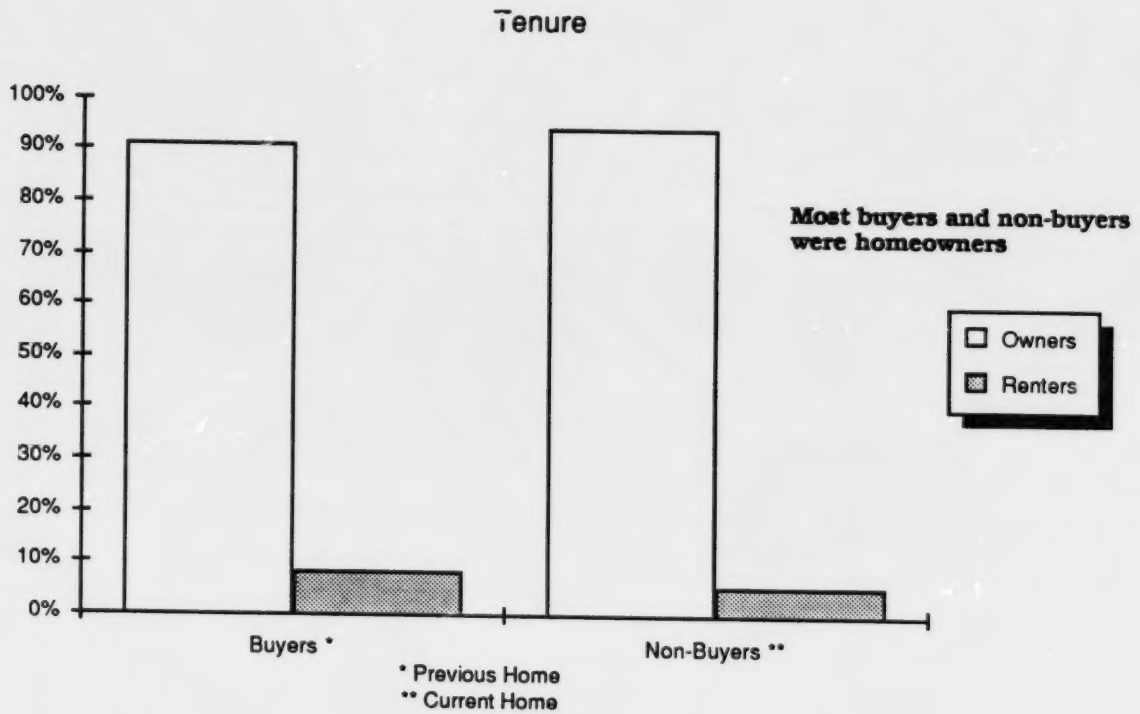
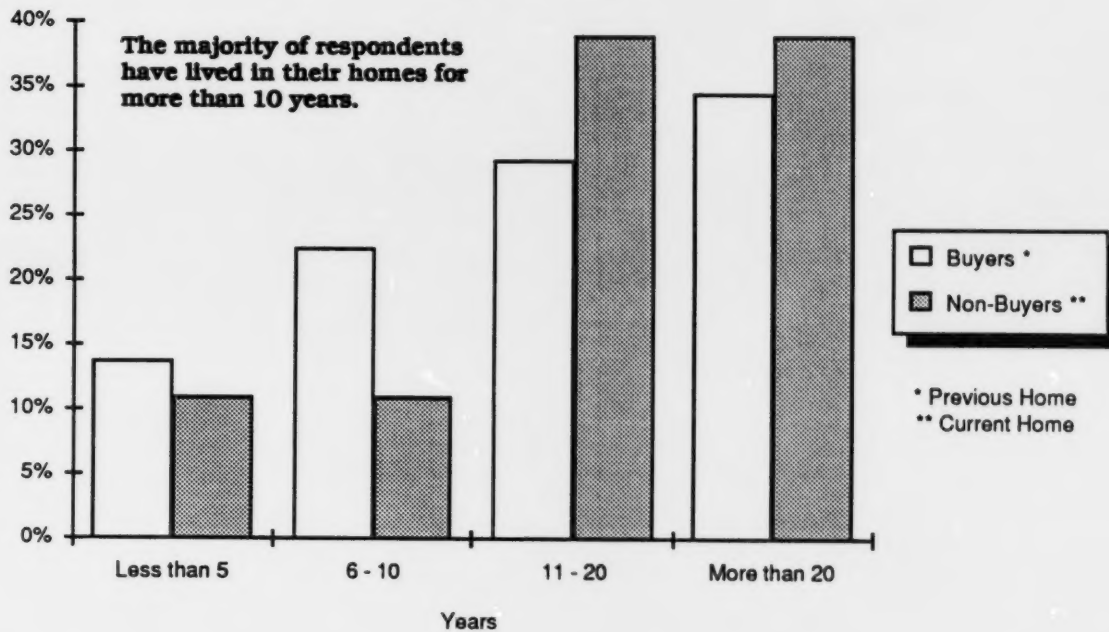


FIGURE 5.2 HOUSING CHARACTERISTICS

Length of Tenancy



Amount of Mortgage

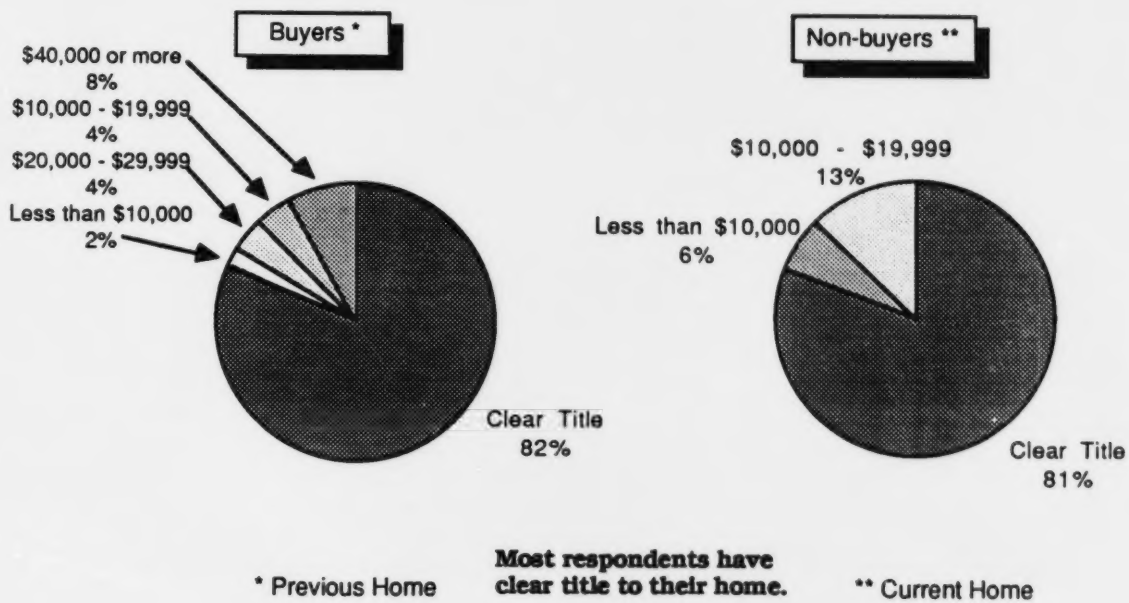
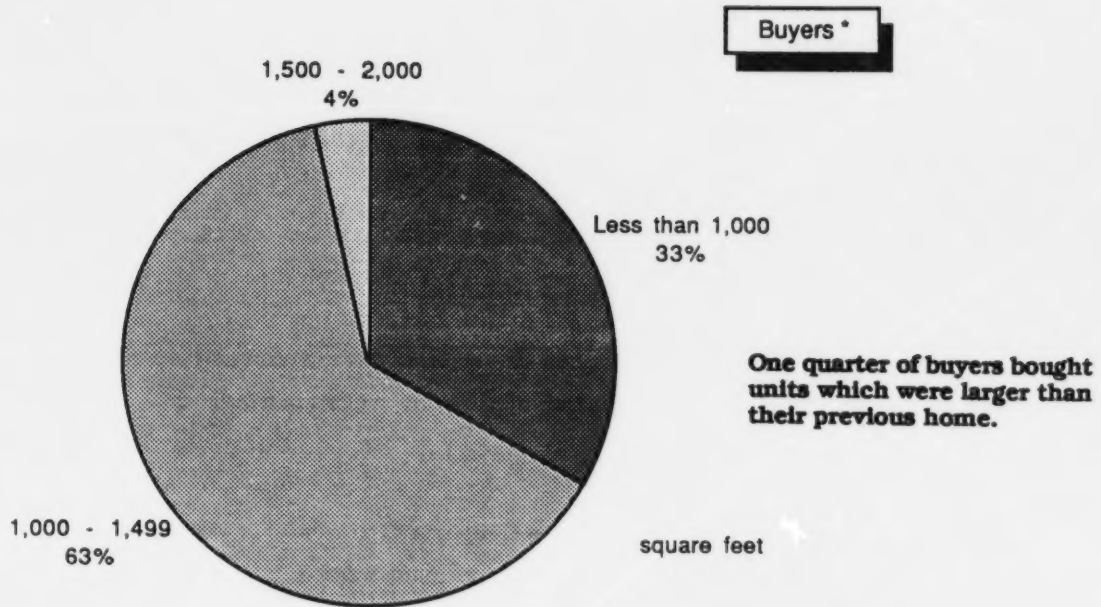
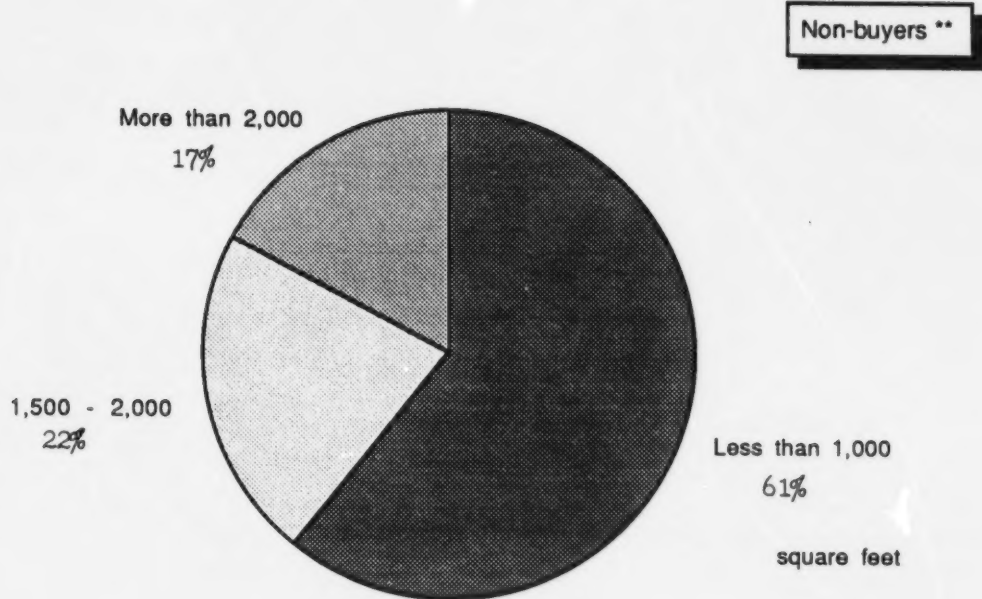


FIGURE 5.3 SIZE OF HOME



* Horizon Village Home



** Current Home

There was a statistically significant difference between the size of Horizon Village homes and the current home size of non-buyers (see Appendix B). The majority of Horizon Village owners now live in smaller homes which range from 93 square meters (1000 square feet) to 139 square meters (1,499 square feet) in size. The majority of non-buyers, on the other hand, live in homes which are smaller (i.e. less than 93 square meters / 1000 square feet) than most Horizon Village units. This suggests that many buyers moved because their previous home was too large.

5.3 Respondent Characteristics

5.3.1 Marital Status:

Two-thirds of buyers were married and almost one-third were widowed (see Figure 5.4). On the other hand, almost 90 percent of non-buyers were married.

5.3.2 Age:

For buyers, the majority of the females were between 61 and 70 years of age; half the males were between 66 and 75 years of age (see Figure 5.4). The average age of female and male buyers fell within the 61 to 65 age category. Several Beaumaris residents were under 55 years of age.

Non-buyers were on average younger than buyers. The majority of the female and male non-buyers were between 56 and 65 years of age. The average age of female non-buyers fell within the 56 to 60 age category; the average age of male non-buyers fell within the 61 to 65 age category.

5.3.3 Education:

The majority of respondents achieved a high school (or less) or college/technical school education, although male non-buyers tended to achieve a higher level of education (see Figure 5.5). It should be noted that people of this age group were raised at a time when education was not as important as it is today.

5.3.4 Current Employment:

The majority of buyers and non-buyers are currently retired (see Figure 5.5).

FIGURE 5.4 RESPONDENT CHARACTERISTICS

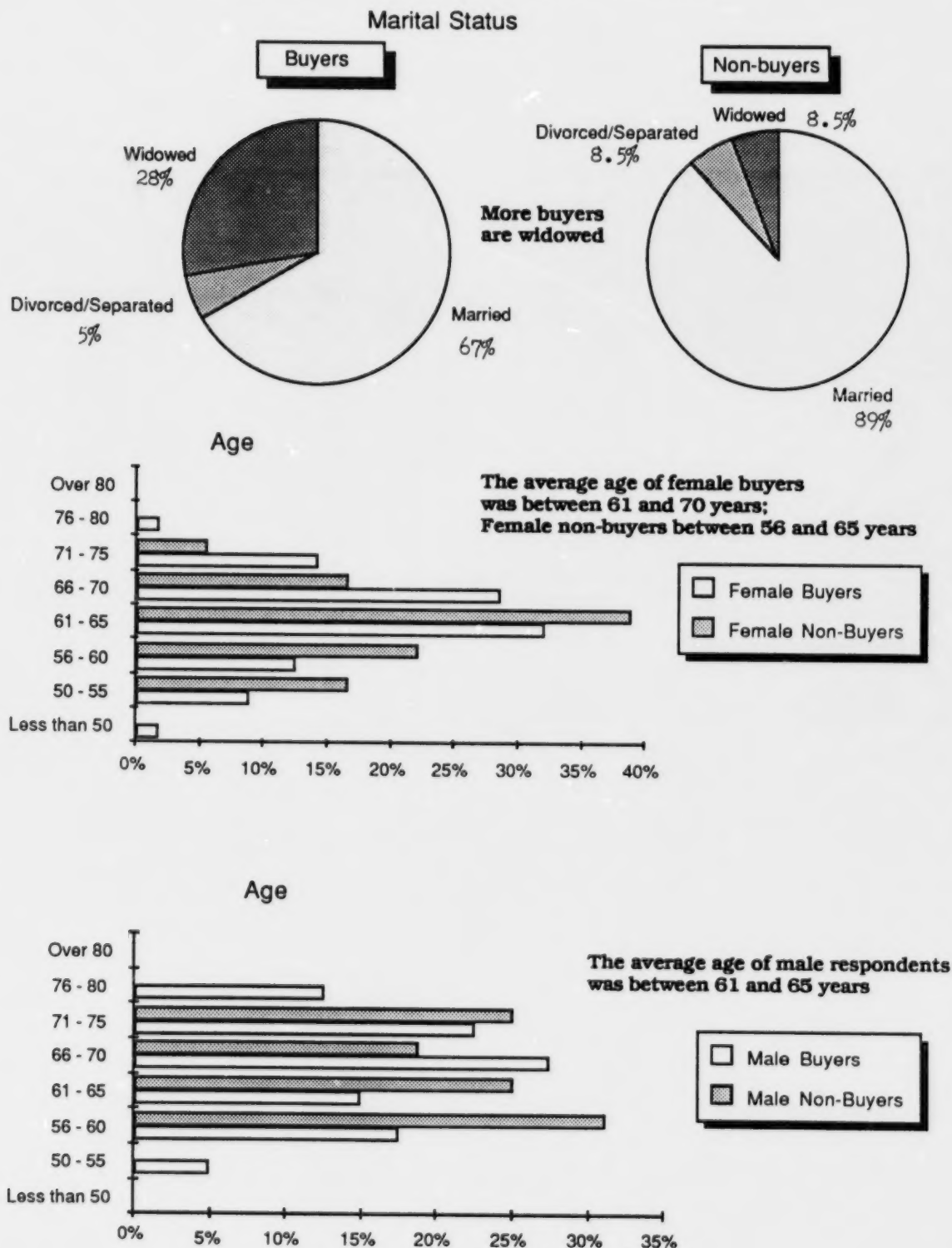
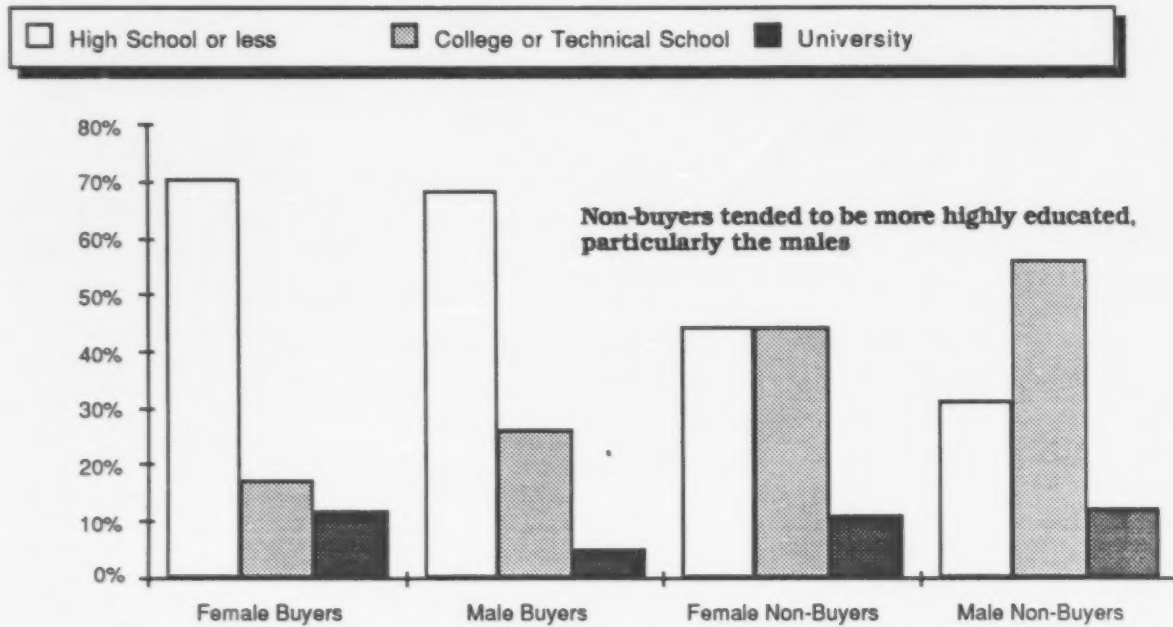
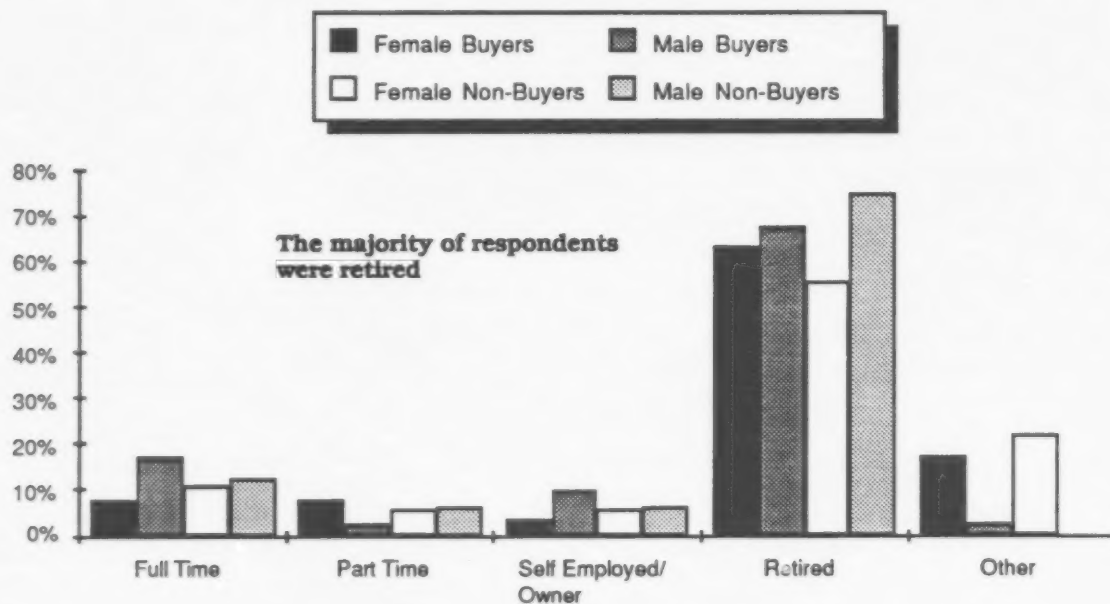


FIGURE 5.5 RESPONDENT CHARACTERISTICS

Education



Current Employment



5.3.5 Occupation:

The majority of female buyers indicated they were primarily homemakers (see Figure 5.6). The three most frequent categories of occupation for male buyers were skilled labor, managerial, and professional or farming (tied). The majority of female non-buyers (61 percent) were also homemakers. The three most frequent categories of occupation for male non-buyers were managerial or technical (tied), clerical, and professional or sales (tied).

5.3.6 Ethnic Background:

Approximately half of the buyers were of British Isle (i.e. Irish, English, or Scottish) ancestry, as were 60 percent of non-buyers (see Figure 5.7).

5.3.7 Health:

Most respondents in the buyer and non-buyer surveys indicated that their health was either satisfactory or excellent (see Figure 5.8). Male buyers were of the poorest health (many purchased into Horizon Village because of this factor).

5.3.8 Travel:

Most buyers and non-buyers traveled outside Alberta last year (see Figure 5.9). In fact, one-third of the buyers traveled more since moving to Horizon Village. The majority of the buyers traveled less than one month, while the majority of the non-buyers traveled for one to two months last year. Neither segment was away more than four months.

5.3.9 Number of Vehicles:

Two-thirds of the buyers owned one vehicle. On the other hand, half of non-buyers owned two vehicles (see Figure 5.10).

5.3.10 Income:

Although there were more non-buyers in the \$30,000 to \$39,000 income category, buyers had higher incomes on average, likely from more years in the workforce (see Figure 5.10). In fact, none of the non-buyers were represented in categories over \$40,000. This difference in income was statistically significant (see Appendix B).

FIGURE 5.6 RESPONDENT CHARACTERISTICS

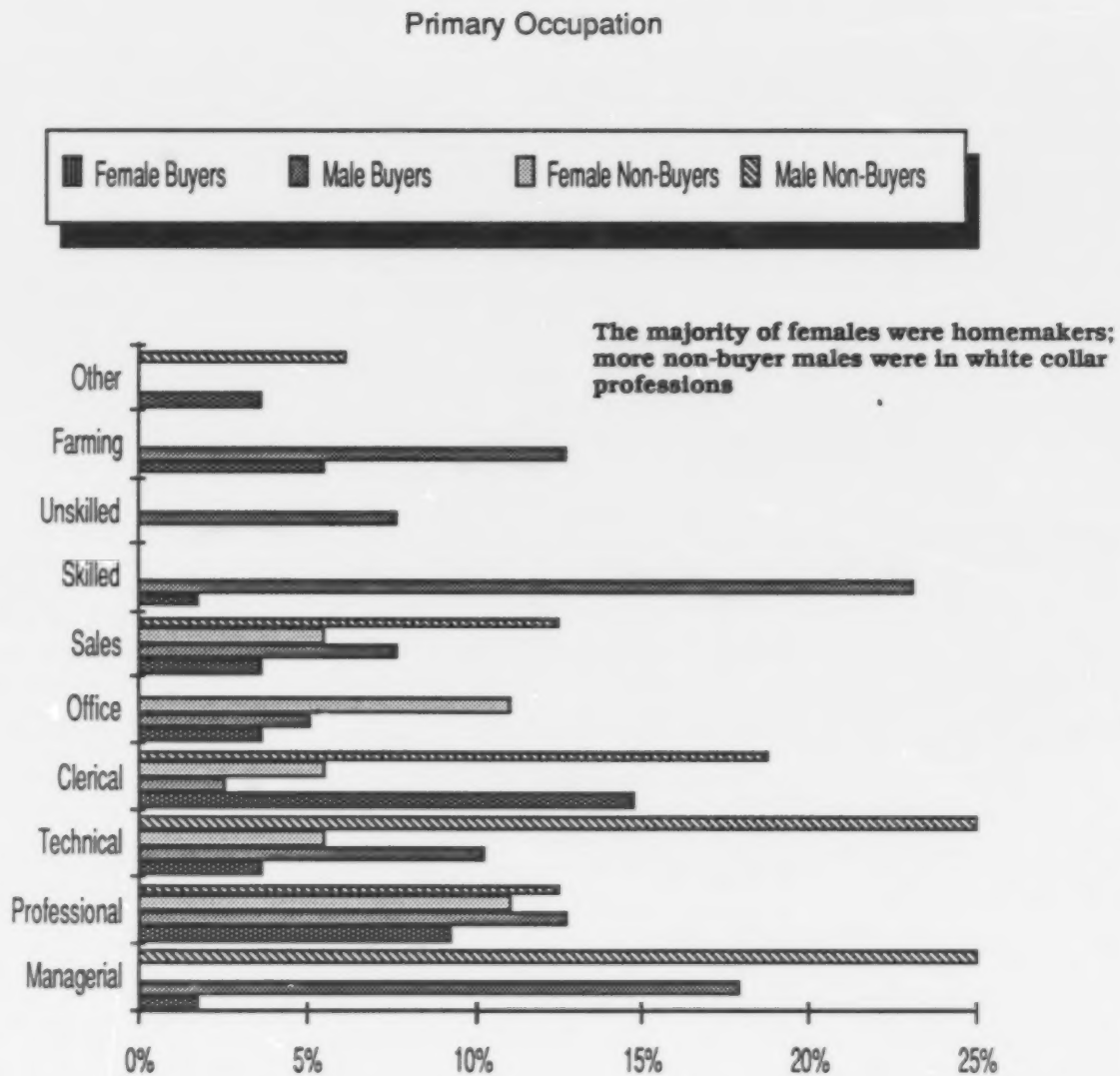


FIGURE 5.7 RESPONDENT CHARACTERISTICS

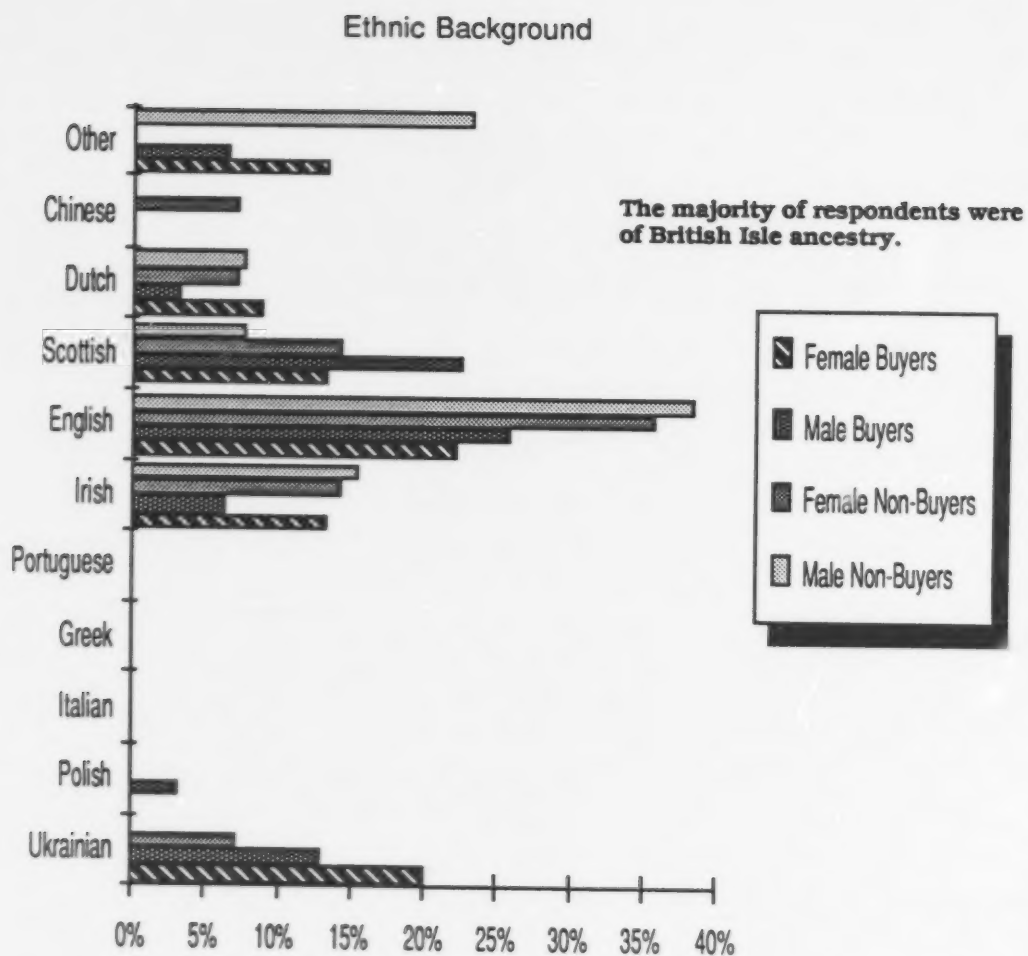


FIGURE 5.8 RESPONDENT CHARACTERISTICS

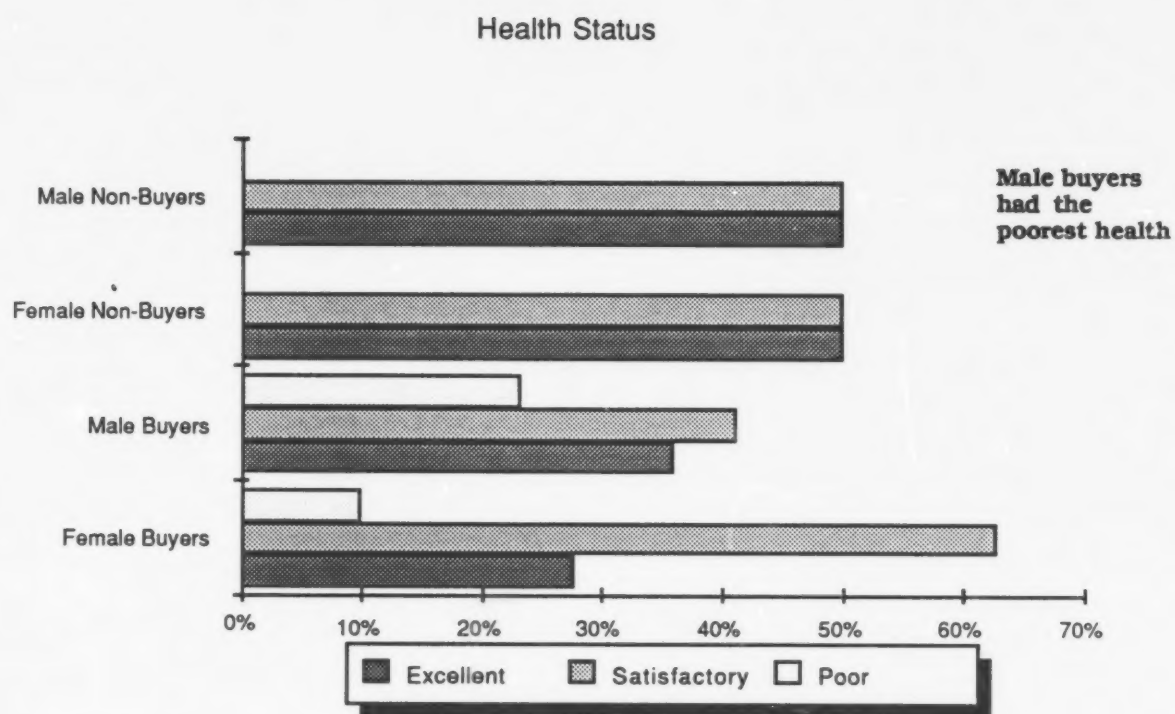


FIGURE 5.9 RESPONDENT CHARACTERISTICS

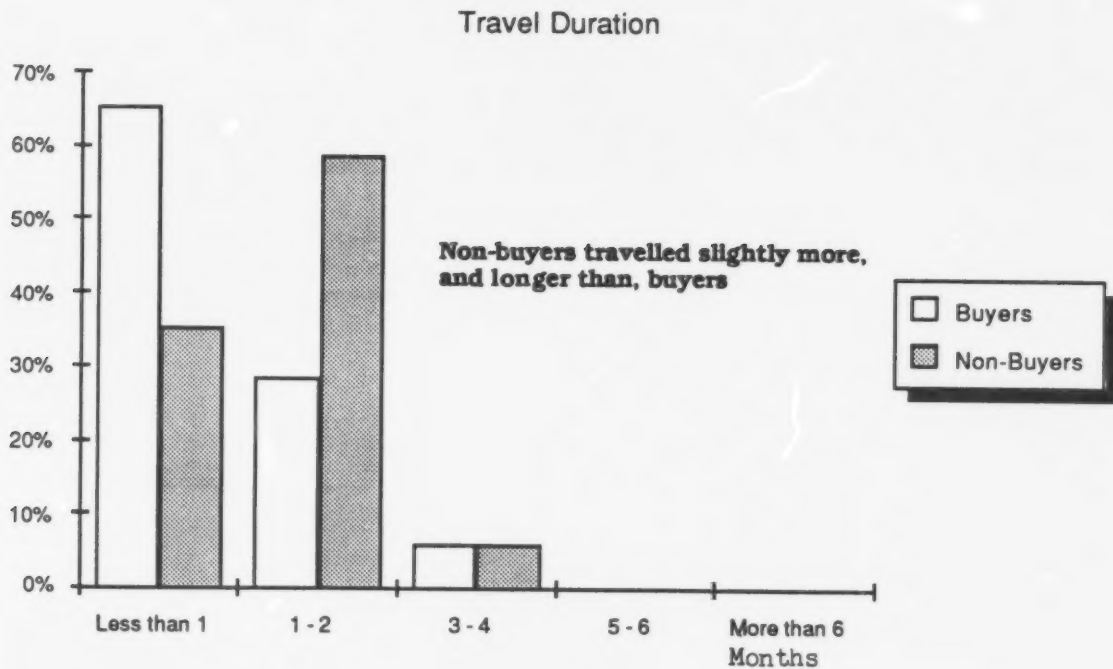
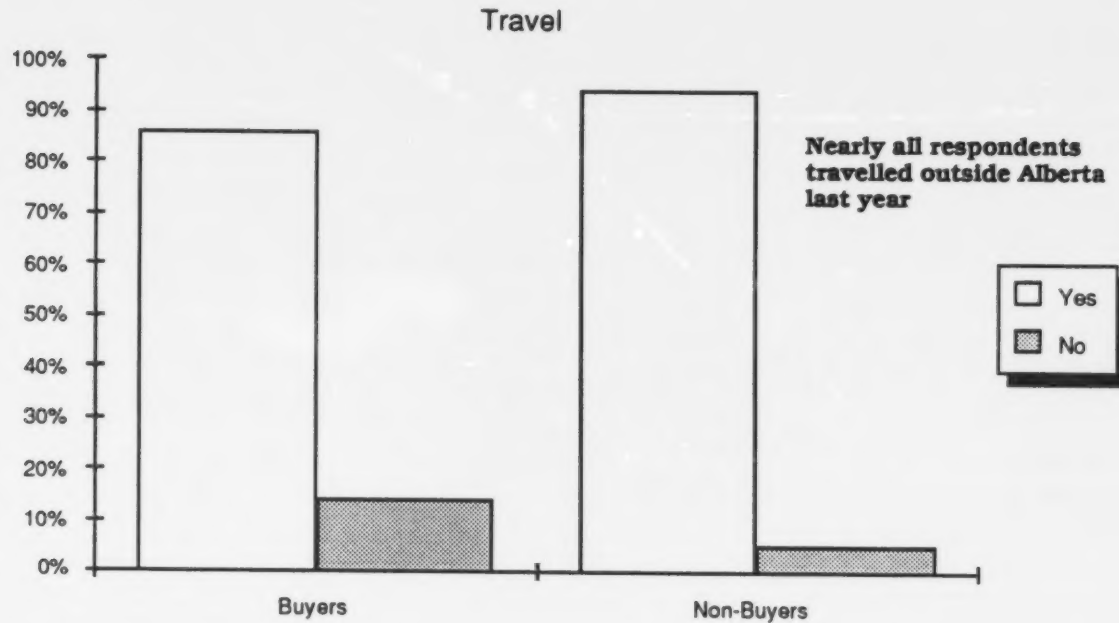
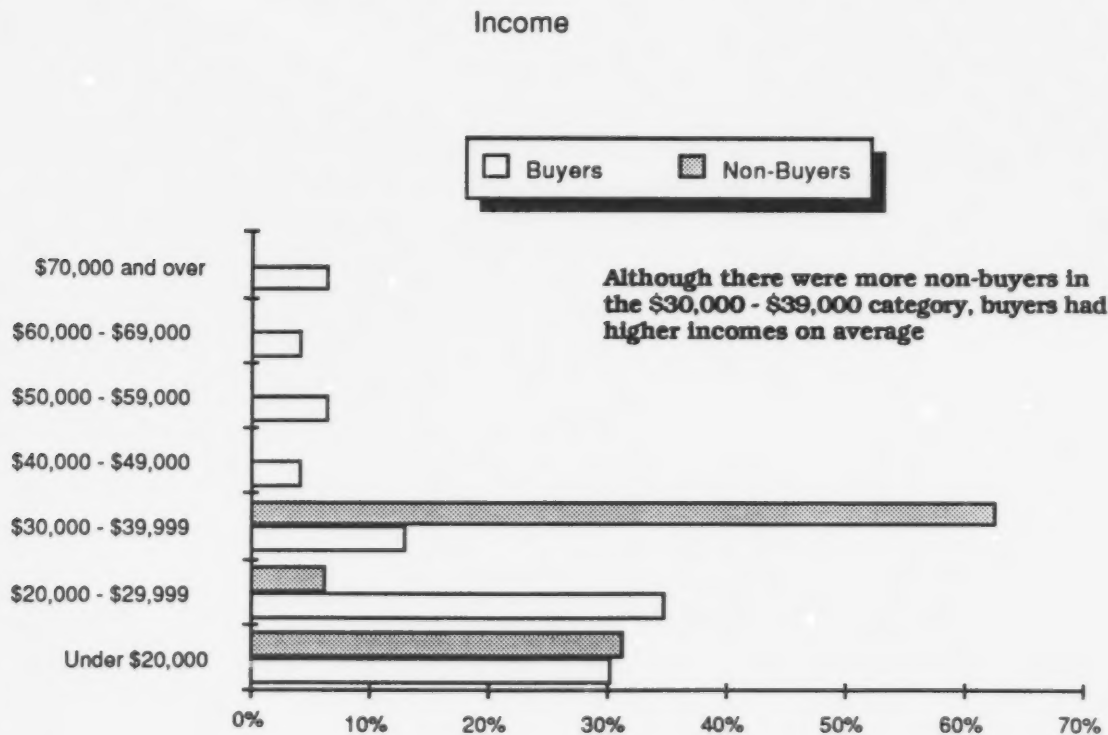
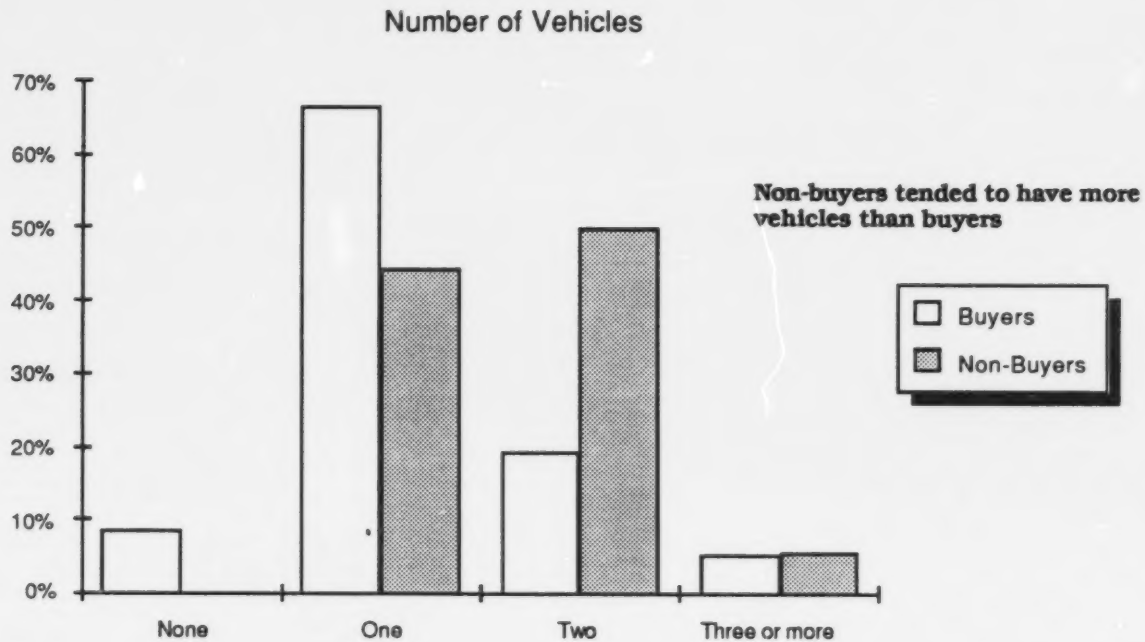


FIGURE 5.10 RESPONDENT CHARACTERISTICS



In summary, buyers and non-buyers of Horizon Village units were very similar in terms of their demographic and socioeconomic characteristics, as well as in their housing situations. Findings of this study generally reflect the research and views presented in the review of literature (Section 3).

SECTION 6

THE DECISION PROCESS

- 6.1 Housing Needs and Expectations
- 6.2 What Alternatives were Considered?
- 6.3 Sources of Horizon Village Information
- 6.4 How Long Did They Look?
- 6.5 What Influenced the Decision to Buy?
- 6.6 The Final Decision

6.0 THE DECISION PROCESS

Housing needs change as families enter later stages of the life cycle. "Empty-nesters" and retired people often experience dissatisfaction with their home because it no longer meets their changing needs. These consumers seek to find housing which meets their changing needs. However, priorities must be established and trade-offs made among the features with the highest expectations when searching for a new home.

In making a decision to move, consumers go through several stages in the decision-making process. These stages, as related to housing decisions, typically include the following:

- determining housing needs,
- establishing expectations (important home features).
- identifying housing alternatives,
- evaluating the alternatives,
- selecting the new home, and
- choice evaluation (level of satisfaction).

This chapter is based on the decision process described above, and summarizes survey findings related to the following topics:

- needs and expectations,
- sources of retirement housing information,
- alternatives considered and preferred types of housing,
- search time,
- influencing factors, and
- the final decision.

The final stage of the decision process—choice evaluation—will be discussed in the following chapter. The information presented in this report highlights major findings of the study; detailed data for specific survey questions may be found in Appendix A. In addition, any statistically significant differences among Horizon Village phases, or between buyers and non-buyers, are indicated within the appropriate sections.

6.1 Housing Needs and Expectations

Changing housing needs were explored through survey questions on reasons for moving (buyers) or considering a move (non-buyers). Figure 6.1 provides reasons for moving. In addition, respondents were asked to rank their five most important reasons for considering a move.

Buyers and non-buyers indicated "too much outdoor maintenance" as the primary reason for moving. Buyers and non-buyers differed on the remaining four rankings of reasons for moving or reasons which would prompt a move.

The following reasons for moving were ranked by buyers:

- #2 to be with mature age group,
- #3 health reasons,
- #4 present home too large, and
- #5 to be near family and friends.

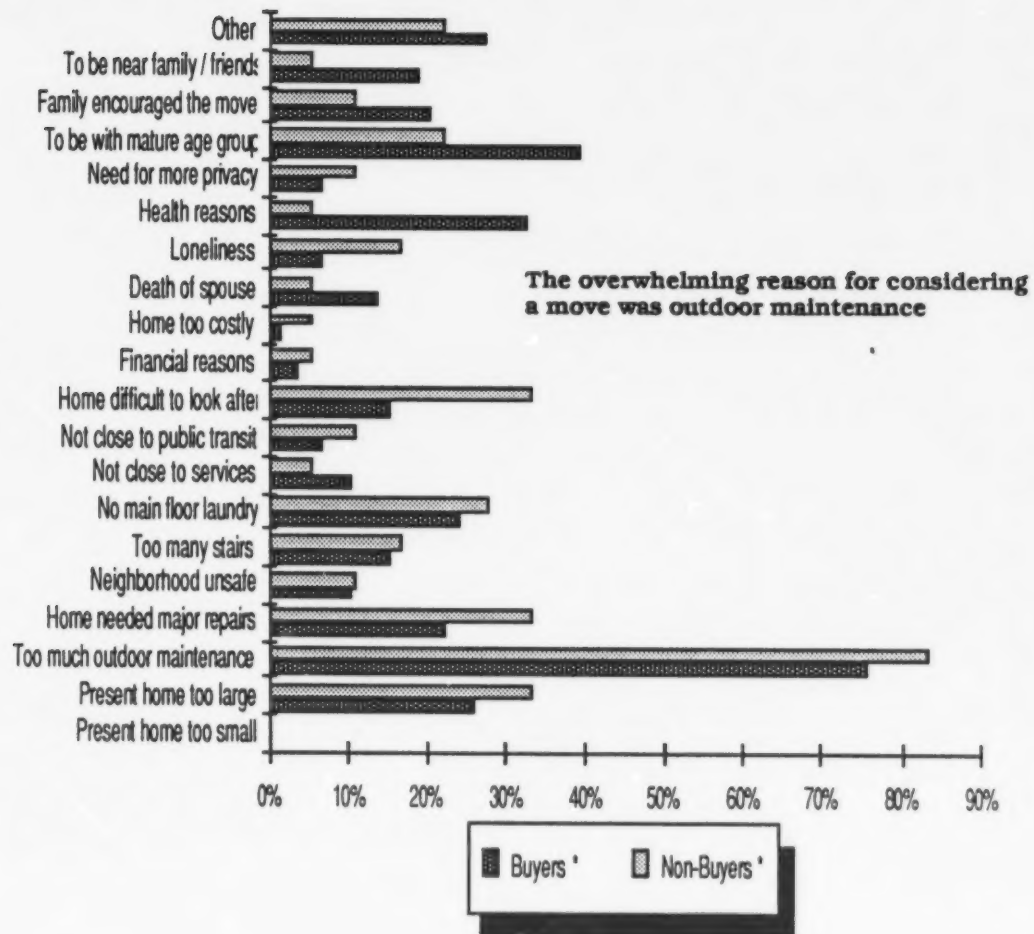
Three reasons tied for second most important reason for a move by non-buyers. These reasons were "present home too large," "home needed major repairs," and "home difficult to look after." The reason which ranked fifth for non-buyers was "no main floor laundry."

Table 6.1 indicates how important specific home features were to buyers and non-buyers. In fact, buyers and non-buyers had very similar expectations about the home which would meet their needs. On average, locational, lot, exterior, and interior features of the home were considered to be important to both buyers and non-buyers. On the other hand, optional features and amenities were of less importance. The range of responses given to each item or feature listed in Table 6.1 is included in the buyer and non-buyer questionnaires provided in Appendix A.

6.2 What Alternatives were Considered?

Approximately half of the buyers and non-buyers had seriously considered remaining in their own home (see Figure 6.2). Half of the non-buyers had also seriously

FIGURE 6.1 REASONS FOR MOVING



* Adds up to more than 100% due to multiple responses

TABLE 6.1
IMPORTANCE OF HOME FEATURES
(BUYERS AND NON-BUYERS)

FEATURES	BUYERS*	NON-BUYERS*
Location		
Distance to transit stop	2.1	2.2
Distance to place of worship	2.7	2.4
Distance to health services	2.1	2.1
Distance to shopping/services	1.9	1.6
Distance to family/friends	2.3	2.2
Distance to parks/lakes	2.6	3.0
Quiet neighborhood	1.6	1.5
Lot		
Privacy	1.6	1.6
Size	2.0	2.0
View	1.9	2.1
Landscaping	1.7	1.7
Direction facing (exposure)	2.1	1.8
Exterior of Home		
Patio area	1.8	1.5
Attached garage	1.3	1.3
Parking	1.8	1.4
No steps	1.9	2.4
Low maintenance (snow removal, etc.)	1.2	1.5
Covered entrance	1.8	1.9
Type of windows	2.0	1.6

(Continued Next Page)

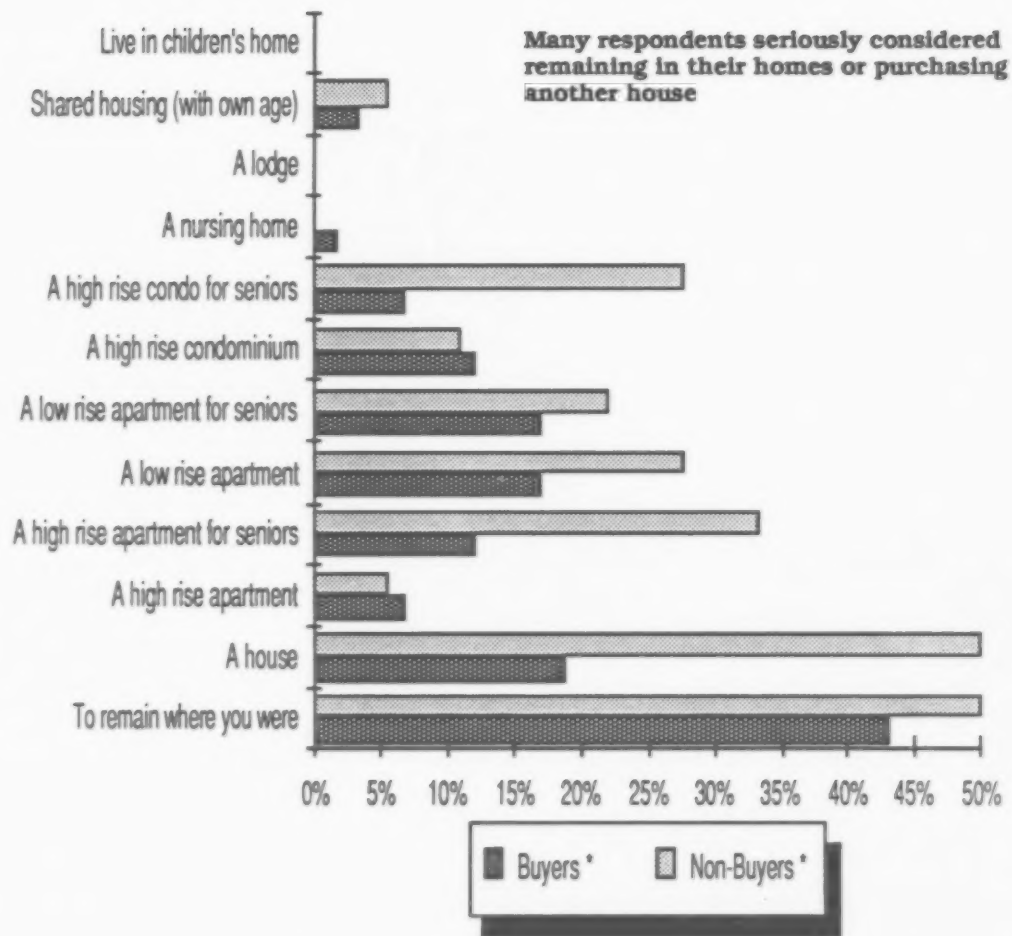
*Average (mean) score, where 1 = very important,
2 = important,
3 = unimportant,
4 = very unimportant

TABLE 6.1 (CONTINUED)
IMPORTANCE OF HOME FEATURES
(BUYERS AND NON-BUYERS)

FEATURES	BUYERS*	NON-BUYERS*
Interior of Home		
Efficient floor plan	1.4	1.4
Good use of space	1.5	1.3
Full basement	1.8	1.9
Single level/bungalow	1.3	1.5
Sun room	2.8	2.4
Few stairs	1.7	2.1
Convenient kitchen	1.4	1.1
Kitchen cupboards	1.4	1.2
Laundry area	1.5	1.5
Storage	1.7	1.5
Lighting	1.6	1.5
Electrical outlet convenience	1.7	1.5
Lever-type door handles	2.3	2.1
Lever-type faucets	2.3	2.1
Bathroom safety bars	1.9	2.1
Flooring	1.6	1.5
Optional Features		
Fireplace	3.1	2.8
Whirlpool	3.0	2.6
Air conditioning	3.0	2.8
Emergency call button	2.8	2.3
Alarm system	2.5	2.1
Wheelchair access	2.8	2.9
Amenities		
Near recreational facilities	2.3	2.4
Near social activities	2.3	2.3

*Average (mean) score, where 1 = very important,
2 = important,
3 = unimportant,
4 = very unimportant

FIGURE 6.2 TYPES OF HOUSING CONSIDERED



* Adds up to more than 100% due to multiple responses

considered another house. Very few buyers or non-buyers considered high-rise apartments, nursing homes, or shared housing with a similar age group. None of the respondents had considered lodges or living with their children.

Buyers were questioned about the degree of their involvement in determining the design features of their Horizon Village home (see Figure 6.3). Two-thirds of the buyers were able to choose only the interior features/options of their unit. However, there was a statistically significant difference among the three phases of Horizon Village. There was more resident involvement in the newer projects (see Appendix B).

6.3 Sources of Horizon Village Information

The concept of retirement village living in Horizon Village was commonly discovered through an advertisement in a newspaper, often found in the television guide (see Figure 6.4). Other important information sources were family or friends, magazines, and television.

6.4 How Long Did They Look?

Over three-quarters of the buyers searched for a new home for under one year (see Figure 6.4). On the other hand, one-third of the non-buyers had been searching for one to two years and one-third had searched for more than three years. Several non-buyers did indicate that they had not found a suitable alternative, were not ready to move yet, or were not seriously searching for an alternative home. In terms of search time, the difference between buyers and non-buyers represents a statistically significant difference (see Appendix B).

6.5 What Influenced the Decision to Buy?

Buyers and non-buyers were asked to check off factors which were applicable to their situation. As part of the same question (see Appendix A), respondents were also asked to rank the five most important factors from their checklist.

FIGURE 6.3 INVOLVEMENT IN HORIZON VILLAGE DEVELOPMENT

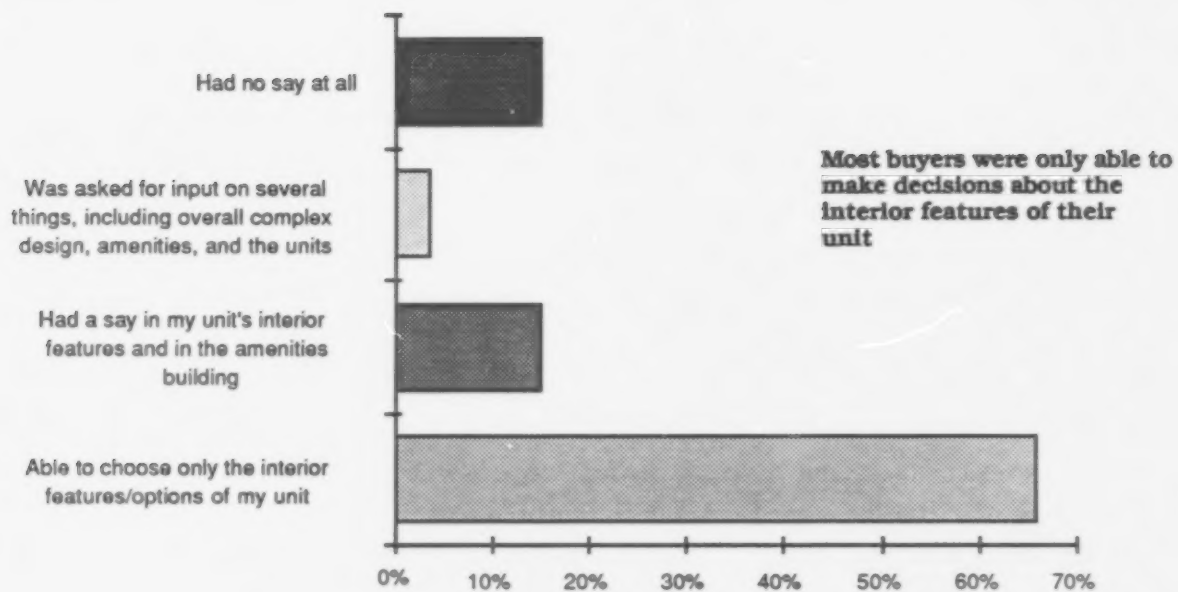
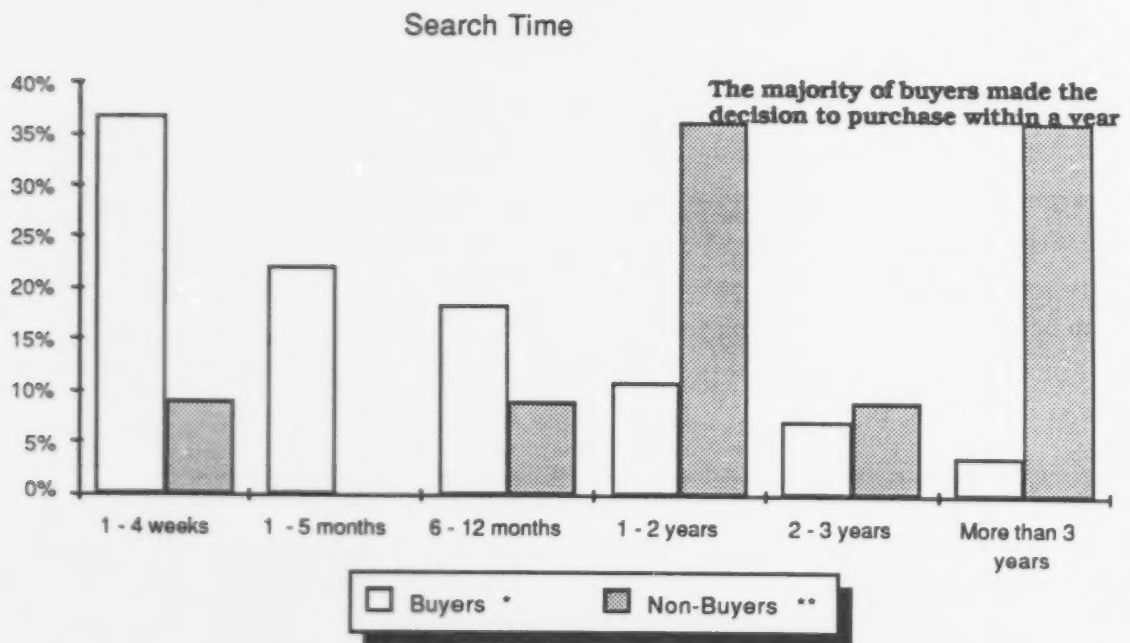
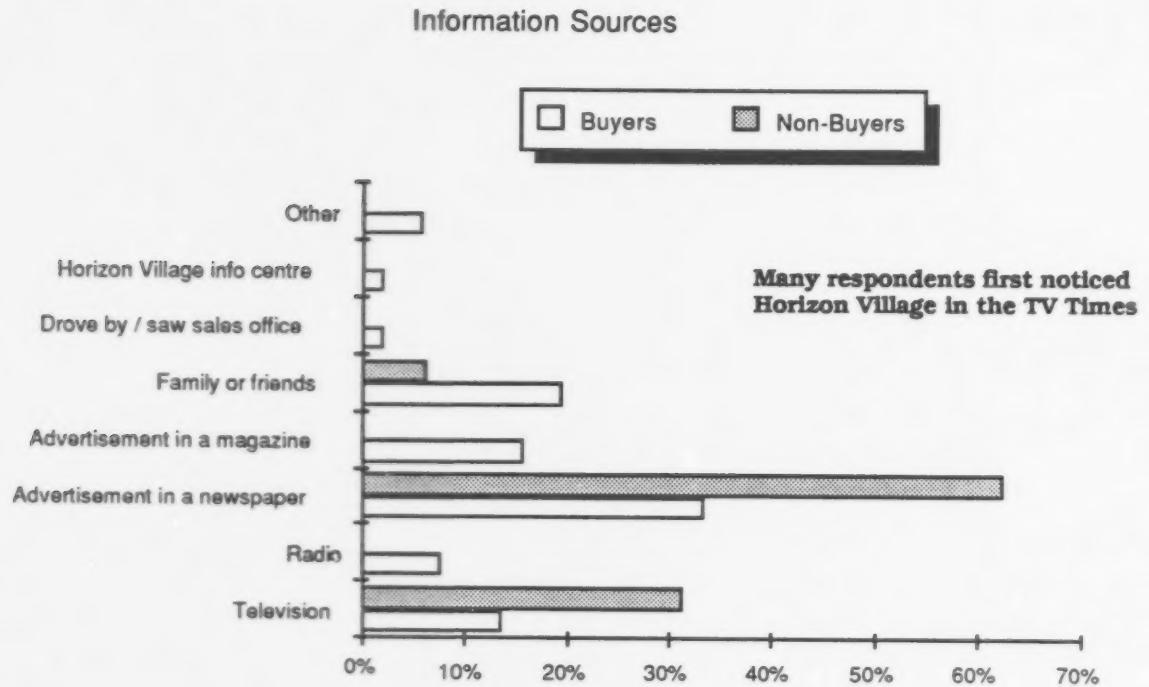


FIGURE 6.4 INFORMATION SEARCH



* Search time previous to buying into Horizon Village
 ** Current search time

Housing factors which influenced respondents' decisions to buy or not buy are provided in Table 6.2. The five most important housing factors ranked by buyers as influencing their decision were as follows:

- #1 maintenance-free exteriors,
- #2 restricted to age 50 or over,
- #3 initial cost,
- #4 design of individual unit, and
- #5 quality of construction.

Non-buyers ranked the following housing factors which would be important influences on their decision to purchase:

- #1 initial cost,
- #2 on-going/monthly cost,
- #3 safety/security features,
- #4 maintenance-free exteriors, and
- #5 design of individual unit, resale value, and quality of construction (tied).

Buyers and non-buyers were very similar in terms of factors which influenced, or would influence, their decision to purchase. However, the non-buyers were more concerned with cost aspects of housing.

Figure 6.5 shows the major influences in the buying decision of buyers and non-buyers. Over three-quarters of the buyers made the decision to buy a Horizon Village unit on their own. An adult child was a major influence on buyers in 16 percent of the purchases. In most cases, non-buyers made the decision not to buy into Horizon Village on their own.

6.6 The Final Decision

Buyers and non-buyers were asked to check off reasons for buying (or not buying) which were applicable to their decision. As part of the same question, respondents were also asked to rank the five most important reasons from their checklist.

TABLE 6.2
IMPORTANCE OF INFLUENCING FACTORS
(BUYERS AND NON-BUYERS)

FACTORS	BUYERS*	NON-BUYERS*
1. Initial cost	1.7	1.3
2. On-going/monthly costs	1.8	1.3
3. Close to current neighborhood	2.7	2.7
4. Close to family/friends	2.4	2.6
5. Close to public transportation	2.3	2.0
6. Social activities	2.3	2.3
7. Recreational activities	2.3	2.4
8. Restricted to age 50+	2.1	2.2
9. Safety/security features	1.6	1.5
10. Design of individual unit	1.7	1.5
11. Parking	1.9	1.5
12. Appearance of the buildings	1.8	1.7
13. Maintenance-free exteriors	1.1	1.4
14. Close to health services	2.1	1.8
15. Close to shopping	1.9	1.7
16. Opportunity for ownership	1.7	1.9
17. Purchasing in a new complex	2.1	2.4
18. Resale value	2.0	1.7
19. No children allowed	2.0	2.2
20. Quality of construction	1.4	1.2

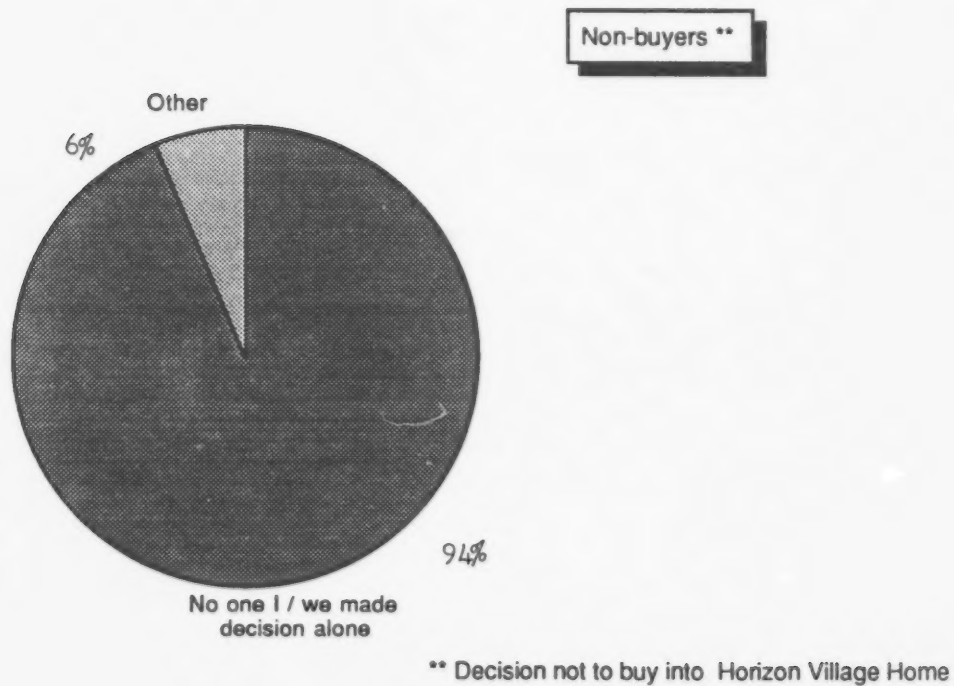
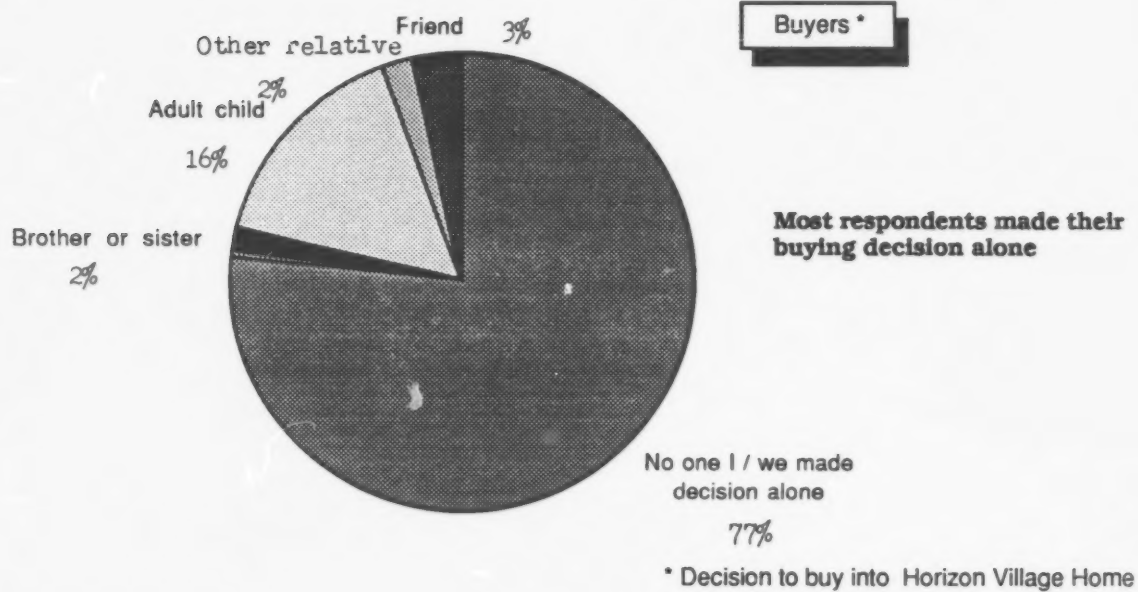
IMPORTANCE**

The most important reason	# 13	# 1
The 2nd most important reason	# 8	# 2
The 3rd most important reason	# 1	# 9
The 4th most important reason	# 10	# 13
The 5th most important reason	# 20	# 10, 18, 20 (tie)

*Average (mean) score, where 1 = very important,
2 = important,
3 = unimportant,
4 = very unimportant.

**As ranked by respondents

FIGURE 6.5 MAJOR INFLUENCES IN THE BUYING DECISION



The most important reasons for moving to Horizon Village (see Table 6.3) as ranked by buyers were as follows:

- #1 no outdoor maintenance
- #2 mature adult community
- #3 worry-free travel
- #4 nothing else like Horizon Village available, and
- #5 suitable lifestyle, more leisure time, and attractive complex (tied).

In comparison, the most important reasons for not moving into Horizon Village, as ranked by non-buyers (see Table 6.4), were as follows:

- #1 & 2 liked Horizon Village/but not ready to move yet, and too expensive/initial cost (tied)
- #3 & 4 not a good location, and on-going/monthly costs too high (tied), and
- #5 & 6 not good resale value, and choice sold out (tied).

Non-buyers were questioned about how long they intended to live in their present home (see Appendix A). Over 40 percent indicated that they did not know. Other answers were as follows:

- "until the cost of rent dictates a move,"
- "until we find a suitable alternative,"
- "as long as I can maintain it," and
- "as long as it takes to buy and sell a smaller home."

In summary, housing needs change as families age. Buyers and non-buyers expressed outdoor maintenance as a primary reason for moving. Both groups also had very similar expectations about the home which would meet their needs. Approximately half of the respondents had seriously considered remaining in their own home or buying another home as options to meeting changing needs. People most frequently heard about Horizon Village through newspaper advertising, friends or family, or television. Many buyers looked for and purchased a new home within a year. Many buyers were not actively searching for another home but rather came across Horizon Village and found it met their changing needs. Respondents also commonly made the buying decision as a couple or on their own; children were major influences in some cases. Housing factors which most

TABLE 6.3
REASONS FOR BUYING INTO HORIZON VILLAGE

REASONS	BUYERS* (%)
1. Mature community (50+)	81
2. Companionship	41
3. Worry-free travel	66
4. Community spirit	48
5. Independence maintained	72
6. Gained money from home sale	5
7. With similar people	47
8. Suitable lifestyle	74
9. Forced by family to purchase	2
10. More leisure time	55
11. Living costs reduced	14
12. Affordable	38
13. Pride of ownership	47
14. Good resale value	31
15. Safety/physical security	43
16. Attractive complex	72
17. Nothing else like Horizon Village available	69
18. A new place	45
19. Convenient location	50
20. No outdoor maintenance	93
21. Recreation building	59
22. Social activities	48
23. Country atmosphere	36
24. Several floor plans available	40
25. Good size	71
26. Easy to housekeep	69
27. Special design for seniors	35
28. No children	48
29. Recreational vehicle storage	9
30. Other	14

IMPORTANCE**

The most important reason	# 20
The 2nd most important reason	# 1
The 3rd most important reason	# 3
The 4th most important reason	# 17
The 5th most important reason	# 8, 10, 16 (tie)

*Add to more than 100% because of multiple responses

**As ranked by respondents

TABLE 6.4
REASONS FOR NOT BUYING INTO HORIZON VILLAGE

REASONS	NON-BUYERS (%)
1. Like Horizon Village/not ready yet	61
2. Not a good location	22
3. Would prefer to rent	6
4. Would prefer a single detached house	0
5. Do not want to live in a 50+ community	0
6. Not enough privacy	0
7. Too expensive (initial cost)	61
8. On-going/monthly costs too high	22
9. Not a suitable lifestyle	0
10. Forced by family not to purchase	0
11. Not good resale value	17
12. Not an attractive complex	0
13. Units too crowded together	6
14. New, prefer something more established	0
15. No outdoor gardening	0
16. No suitable floor plans/options available	6
17. Our choice sold out	11
18. Too small	0
19. Too large	6
20. No special design features for seniors	0
21. Too many restrictions in Horizon Village	6
22. Quality of construction	6
23. Other	28

IMPORTANCE**

The most important reason	#1, 7 (tie)
The 2nd most important reason	
The 3rd most important reason	# 23
The 4th most important reason	# 2, 8
The 5th most important reason	

*Add to more than 100% because of multiple responses

**As ranked by respondents

commonly influenced the buying decision included: maintenance-free exteriors, a mature age group, and cost. In comparison, respondents who chose not to purchase liked Horizon Village, but were not ready to move yet; they also found the units too expensive.

Findings of this study generally reflect the research and views presented in the review of literature in Section 3.

SECTION 7

LEVEL OF RESIDENT SATISFACTION

- 7.1 Were Housing Needs, Expectations,
 and Preferences Met?
- 7.2 Satisfaction with Project Design
- 7.3 Satisfaction with Unit Design
- 7.4 Satisfaction with Project Amenities
- 7.5 Satisfaction with Project Management
- 7.6 Overall Satisfaction with Horizon Village

7.0 LEVEL OF RESIDENT SATISFACTION

Respondents in Pineview, Bearspaw, and Beaumaris were questioned regarding their level of satisfaction with their Horizon Village homes. In anticipation that there might be differences among projects, statistical tests were performed on each aspect of satisfaction. It should be noted that Pineview had been occupied for approximately three years, Bearspaw for two years, and Beaumaris for almost a year.

This chapter summarizes survey findings related to the following topics:

- meeting housing needs, expectations, and preferences,
- satisfaction with the project,
- satisfaction with the unit design,
- satisfaction with the provided amenities, and
- satisfaction with the project management.

The information presented in this chapter highlights major findings of the survey; detailed data for specific survey questions may be found in Appendix A.

7.1 Were Housing Needs, Expectations, and Preferences Met?

7.1.1 Expectation and Preferences:

Section 6 provided survey findings on housing expectations (i.e. importance of home features) for buyers of Horizon Village. This section highlights the most important home features and compares them to the level of satisfaction with such features.

Buyers preferred to remain in their previous home or to live in an environment which was similar to a single family dwelling. As witnessed by their purchase into Horizon Village, respondents also preferred to own their own home.

Housing expectations and level of satisfaction are discussed with respect to project design, unit design, optional features, project amenities, and project management. Specific data for each feature is provided in Appendix A. As well, statistically significant differences are provided in Appendix B.

7.1.2 Needs:

As indicated in the previous chapter, housing needs were explored through survey questions on reasons for moving from their previous home. The most important reasons were:

- too much outdoor maintenance,
- preference to be with a mature age group,
- health reasons, and
- previous home was too large.

Reasons for moving to Horizon Village included:

- no outdoor maintenance,
- mature adult community,
- worry-free travel, and
- nothing else like Horizon Village was available.

In comparing the above lists, the two most important needs were met by moving to Horizon Village--no outdoor maintenance and a mature adult community. Health needs would also be met through lower maintenance and proximity to neighbors in case of emergency. As mentioned in Section 6, half the buyers did purchase homes in Horizon Village which were smaller than their previous homes, which would decrease interior maintenance as well.

In summary, residents' most important housing needs seem to have been met by moving to Horizon Village.

7.2. **Satisfaction with Project Design**

Project design is comprised of two key elements: location and lot. Satisfaction with the project design is discussed in terms of each of these elements.

7.2.1 Location:

On the average, locational features of a home were important to most buyers. The following locational features were particularly important:

- distance to transit stop,
- distance to health services,

- distance to shopping services, and
- living in a quiet neighborhood.

Table 7.1 provides the level of satisfaction with each home feature. There was a statistically significant difference among the three Horizon Village phases for the level of satisfaction with the distance to a transit stop (see Appendix B). One-third of respondents were not satisfied with the distance to the transit stop for Beaumaris which was approximately six blocks from the project (Pineview and Bears paw have transit stops directly in front of the projects).

The average level of satisfaction for the remaining three features listed above falls between "very satisfied" and "somewhat satisfied."

7.2.2 Lot:

Lot features were generally felt to be important to buyers when considering a new home, particularly privacy and landscaping features. The level of satisfaction with these aspects of Horizon Village was on the average between "very satisfied" and "somewhat satisfied" (see Table 7.1). However, two-thirds of respondents were only "somewhat" or "not satisfied" with the landscaping.

7.3 **Satisfaction with Unit Design**

Unit design is comprised of three key elements: exterior of the home, interior of the home, and optional features. Satisfaction with unit design is discussed in terms of each of these elements.

7.3.1 Exterior of Home:

Expectations about the exterior aspects of the home were quite important, particularly for low maintenance and an attached garage. The corresponding level of satisfaction fell between "very satisfied" and "somewhat satisfied" (see Table 7.1). However, twenty percent of the respondents were not satisfied with parking. Statistically significant differences among Horizon Village phases occur with regard to parking (see Appendix B). Pineview respondents were not as satisfied with parking as were Beaumaris respondents. Pineview was designed such that

TABLE 7.1
LEVEL OF HOUSING SATISFACTION

FEATURES	BUYERS*
Location	
Quiet neighborhood	1.2
Distance to parks/lakes	1.4
Distance to health services	1.5
Distance to shopping/services	1.5
Distance to family/friends	1.5
Distance to place of worship	1.6
Distance to transit stop	1.8
Lot	
Privacy	1.3
Size	1.4
Direction facing (exposure)	1.4
View	1.5
Landscaping	1.8
Exterior of Home	
Attached garage	1.1
Covered entrance	1.2
No steps	1.4
Low maintenance (no snow removal, etc.)	1.4
Patio area	1.5
Parking	1.7
Type of windows	1.7

(Continued Next Page)

*Average (mean) score, where 1 = very satisfied
2 = somewhat satisfied
3 = not satisfied

TABLE 7.1 (CONTINUED)
LEVEL OF HOUSING SATISFACTION

FEATURES	BUYERS*
Interior of Home	
Single level/bungalow	1.1
Laundry area	1.2
Full basement	1.3
Convenient kitchen	1.3
Efficient floor plan	1.4
Good use of space	1.4
Kitchen cupboards	1.4
Bathroom safety bars	1.4
Few stairs	1.5
Storage	1.5
Lever-type door handles	1.5
Lever-type faucets	1.5
Electrical outlet convenience	1.6
Lighting	1.6
Flooring	1.7
Sun room	1.9
Optional Features	
Air conditioning	1.3
Fireplace	1.5
Whirlpool	2.0
Alarm system	2.1
Wheelchair access	2.3
Emergency call button	not offered
Amenities	
Open outdoor spaces	1.5
Social activities	1.5
Recreational facilities	1.6
Management	
Owners' association	1.5
Involvement opportunities	1.5
Resale restrictions	1.5
Condominium fees	1.6
General restrictions	1.7
Management effectiveness	1.7

*Average (mean) score, where 1 = very satisfied
2 = somewhat satisfied
3 = not satisfied

the garage met the project street and therefore had no individual driveways. Driveways were incorporated into Bearspaw and Beaumaris. However, half of the Bearspaw respondents were satisfied and half were not satisfied with parking in their village. Several people indicated that visitor parking was insufficient at times.

There was also a statistically significant difference among phases of Horizon Village regarding the attached garage (see Appendix B). Pineview and Beaumaris respondents were generally very satisfied, whereas Bearspaw respondents were split between "very satisfied" and "somewhat satisfied" often because they were unable to purchase a unit of their choice with the garage size of their choice as well.

7.3.2 Interior of the Home:

Expectations about interior home features averaged between "very important" and "important" for buyers. The most important features were:

- single level bungalow,
- convenient kitchen,
- kitchen cupboards, and
- good use of space.

The level of satisfaction with the above features averaged between "very satisfied" and "somewhat satisfied" (see Table 7.1). More specifically, respondents were very satisfied with the single level design of Horizon Village. Respondents averaged between "very satisfied" and "somewhat satisfied" regarding the convenience of the kitchen. Flooring was also considered an "important" to "very important" feature; however, over half the respondents were "somewhat" or "not satisfied" with this feature.

There were statistically significant differences among phases of Horizon Village (see Appendix B) for kitchen cupboards and stairs. Pineview respondents were unhappier about their kitchen cupboards; Bearspaw respondents tended to be somewhat satisfied; Beaumaris respondents were generally very satisfied. This change in level of satisfaction may reflect design changes in recent projects; as well, cabinet companies or suppliers did change from project to project.

7.3.3 Optional Features:

Expectations for optional features were generally considered relatively unimportant to respondents, except an alarm system which was ranked on the average as not very important.

The level of satisfaction for optional features on the average fell toward "somewhat satisfied." Emergency call buttons were not offered. Respondents were "somewhat satisfied" with the alarm system, yet very few owners have alarm systems. Perhaps respondents mistakenly considered this question as representative of overall security within the project. Respondents were also "somewhat satisfied" with wheelchair access.

7.4 Satisfaction with Project Amenities

Expectations that the home be near recreational facilities and social services were rated between "important" and "unimportant." The average rating of satisfaction for these features fell between "very satisfied" and "somewhat satisfied." Many respondents were only "somewhat satisfied" with social activities.

7.5 Satisfaction with Project Management

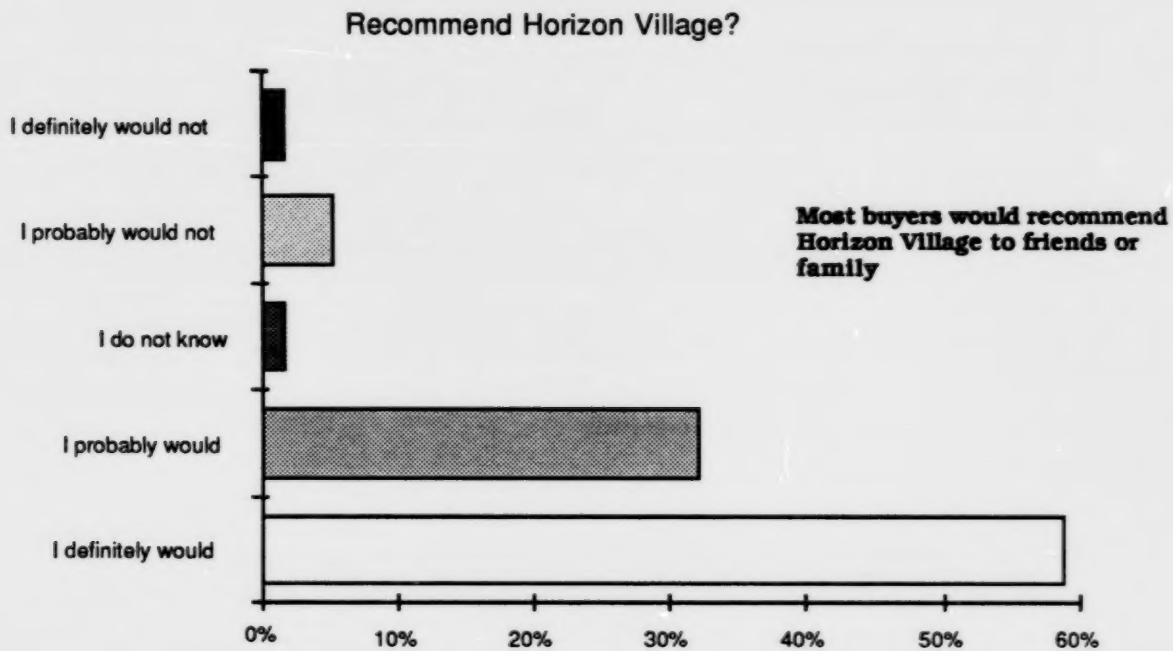
Expectations for project management were not measured since the issue would only relate to condominium living (expectations referred to any housing alternatives which were considered prior to moving to Horizon Village).

However, satisfaction with project management was questioned with reference to living in Horizon Village. There was generally a "very satisfied" to "somewhat satisfied" rating given to project management issues. In particular, respondents were only "somewhat satisfied" with condominium fees, condominium restrictions, and management effectiveness.

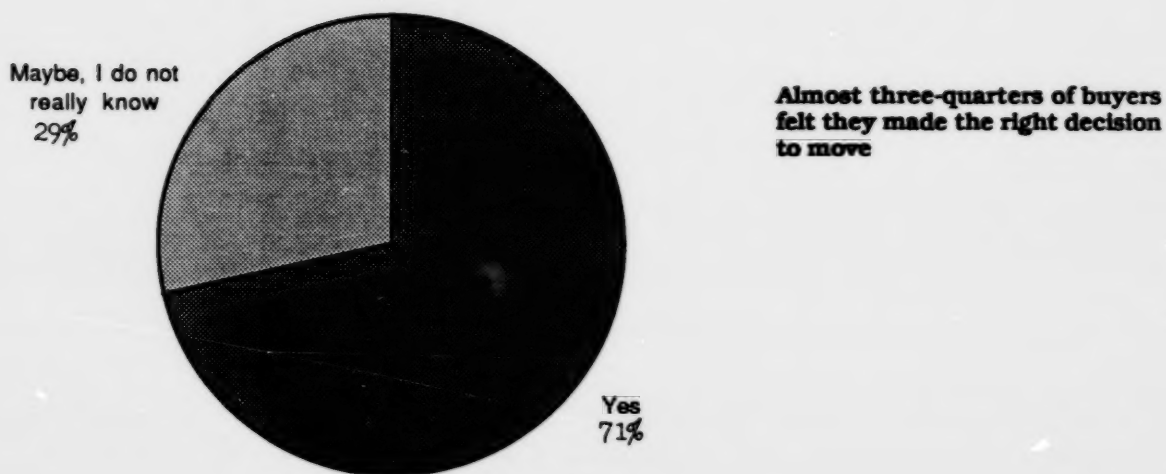
7.6 Overall Satisfaction with Horizon Village

When questioned whether owners would recommend a Horizon Village project to friends, over 90 percent indicated a positive response (see Figure 7.1). In

FIGURE 7.1 OVERALL HOUSING SATISFACTION



If Given a Choice, Buy Again?



addition, if respondents had the option of making the choice over again, over 70 percent indicated they would.

In summary, housing expectations were generally met by Horizon Village ownership. The overall level of satisfaction regarding housing features (i.e. project design, unit design, amenities, and project management) varied between "very satisfied" and "somewhat satisfied." Differences between the level of satisfaction among Horizon Village phases occurred for a few specific housing features: transit stop, parking, attached garage, stairs, and kitchen cupboards.

Although residents were generally satisfied, some dissatisfaction with Horizon Village exists with the following features:

- distance to transit stop (Beaumaris),
- landscaping,
- parking,
- types of windows (style and quality), and
- flooring.

As well, more residents were only somewhat satisfied than were very satisfied with the following features:

- distance to place of worship,
- social activities,
- condominium fees,
- general restrictions, and
- management effectiveness.

Findings of this section generally reflect the research and views presented in the review of literature in Section 3. One interesting difference involved the price. Seniors generally purchase retirement homes which are less than the value of their previous homes (which are often too large) so they gain from the equity difference. This saving may be used for travel for example. Although a causal relationship was not established in this study, one might suspect that two-thirds of Horizon Village buyers paid more for the unit than the value of their previous home because of a perceived lack of other suitable housing alternatives in Alberta. Seventy percent of the buyers did indicate that "nothing else like Horizon Village was available."

SECTION 8

MAINTENANCE OF SELF-SUFFICIENCY AND INDEPENDENCE

- 8.1 Lifestyle Changes
- 8.2 Desired Support Services
- 8.3 Final Move?
- 8.4 Issues Which Would Necessitate a Move

8.0 MAINTENANCE OF SELF-SUFFICIENCY AND INDEPENDENCE

Senior citizens wish to maintain their self-sufficiency and independence as long as possible. This desire is reflected by purchasers of Horizon Village who prefer single level living and pride of ownership. As discussed in previous chapters, housing needs change as a family ages, and alternative forms of housing may be considered to accommodate these changes. For example, as health status declines, outdoor maintenance becomes a problem. Retirement village housing has addressed some of the changing needs and expectations of older people.

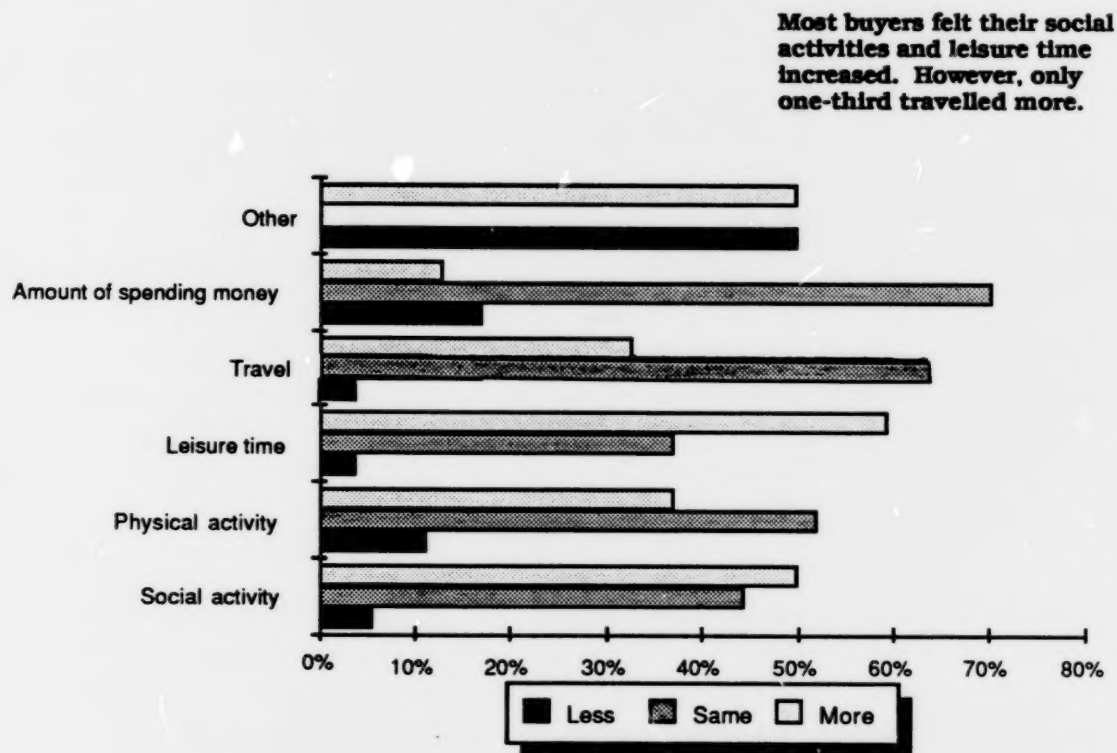
To ascertain to what degree the Horizon Village concept can contribute to self-sufficiency and independence, Horizon Village residents were surveyed through questions on health, lifestyle changes, expectations of a final move, desired support services, and issues which would necessitate a move from Horizon Village. This chapter summarizes the preliminary findings of the buyer survey related to the above-mentioned issues (health is also discussed in Section 5). Detailed data in response to survey questions may be found in Appendix A. In addition, any statistically significant differences among phases of Horizon Village are indicated within the appropriate sections.

8.1 Lifestyle Changes

Housing relocation often involves lifestyle changes—at times an improvement, at times a decline in lifestyle is experienced. Buyers were asked to rate their lifestyle in terms of the level of activity (i.e. less, same, more) for several key areas now that they lived in Horizon Village. Social activity increased for half the respondents (see Figure 8.1). Physical activity remained the same for approximately half and increased for about one-third of the respondents. Although leisure time increased for almost 60 percent, only one-third of respondents now travel more. A statistically significant difference was found among Horizon Village phases with respect to travel. Respondents in Beaumaris (the newest phase) travel more than respondents in Pineview and Bearspaw.

Although many owners paid more for their Horizon Village units than the value of their previous homes, the majority of respondents indicated they still had the same amount of spending money.

FIGURE 8.1 LIFESTYLE CHANGES AFTER MOVING
TO HORIZON VILLAGE



* May add up to more than 100% because of multiple responses

Other lifestyle changes indicated by respondents included the following:

- "less gardening,"
- "more secure,"
- "increased time with family," and
- "all activities are restricted by poor health."

8.2 Desired Support Services

Respondents were asked to indicate which support services they would like to have available to Horizon Village residents. Figure 8.2 provides frequencies for the survey list of services. The majority of respondents indicated that they did not desire any of the mentioned services to be provided on-site but would rather arrange such services on their own when the need arose. The highest response for support services was for an emergency call button or system within their unit.

8.3 Final Move?

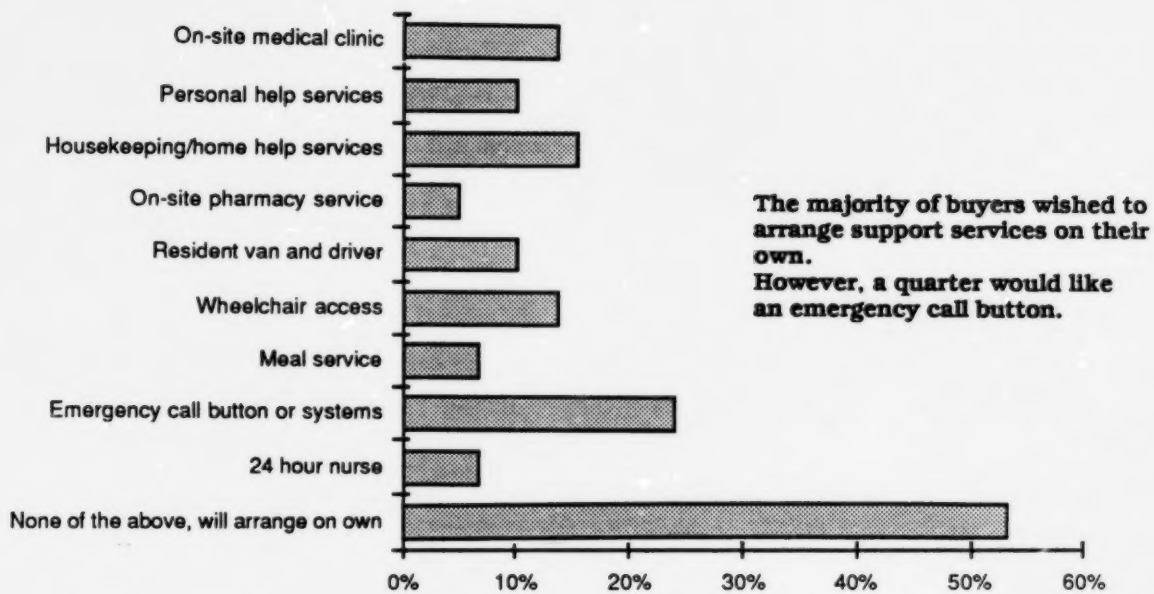
Respondents were questioned whether they felt that Horizon Village would be their final move and two-thirds of the respondents felt it would.

8.4 Issues Which Would Necessitate a Change

Respondents were questioned about issues which would necessitate a move from Horizon Village. Almost 80 percent indicated that severe health problems would necessitate a move. Other reasons included financial issues, staying close to family, living in a milder climate, excess noise, and an occupational transfer.

In summary, Horizon Village respondents wished to maintain their self-sufficiency and independence as long as possible. Their lifestyle generally remained the same or improved since their move to Horizon Village. The majority expect this to be their last move and wished to arrange support services on their own, as they are required, rather than have such services continuously available to the entire project. The only major issue which would necessitate a move would involve severe health problems.

FIGURE 8.2 SUPPORT SERVICES



* May add up to more than 100% because of multiple responses

SECTION 9

RETIREMENT VILLAGE IMPROVEMENTS

- 9.1 Project Design Improvements
- 9.2 Unit Design Improvements
- 9.3 Amenities Improvements
- 9.4 Management Improvements
- 9.5 Developer Improvements

9.0 RETIREMENT VILLAGE IMPROVEMENTS

Buyers and non-buyers of Horizon Village were asked about changes they would make in another retirement village project if they were a builder or developer (see Appendix A). This chapter provides the suggested changes or improvements as indicated by buyers of each of the three phases of Horizon Village as well as by non-buyers. The suggestions are presented in the same format as information on expectations and level of satisfaction in Section 6 and 7: project design, unit design, amenities, and management.

Six respondents from Pineview, six from Bearspaw, and 17 from Beaumaris gave suggestions for changes to other retirement village developments. Twelve non-buyers also offered improvement ideas. It should be noted that these suggestions or improvements are not evaluations as such but rather perceptions toward an ideal housing environment; they are not necessarily, however, preferences in the context of a realistic buying situation. Buyers must make trade-offs among housing features and may not wish to pay for all the suggested improvements in reality. Although the suggestions are summarized for each project, it should be kept in mind that the sample size for this question was not large and therefore should not be viewed as representative of the entire village.

9.1 Project Design Improvements

Project design improvements are discussed in terms of location and lot.

9.1.1 Location

Nonbuyers suggested a more central location with good bus service.

9.1.2 Lot:

Pineview residents made the following suggestions:

- more trees and shrubbery, particularly evergreens,
- more privacy, and
- more space for planting flowers.

Bearspaw residents suggested obtaining better landscaping advice. Beaumaris residents suggested increased outdoor privacy by some type of screening between decks and patios, and more trees.

9.2 Unit Design Improvements

Unit design improvement is discussed in terms of exterior and interior of the home.

9.2.1 Exterior of Home:

Pineview residents expressed the following improvements:

- a place to store recreational vehicles,
- an asphalt roadway instead of concrete,
- roof drains to storm sewer so the eavestrough does not drain on the driveways (icy in the winter),
- finish the interior of the garage,
- a landing step into the garage,
- wheelchair ramps in the recreation building,
- all-weather door included with the front door,
- a decent-sized patio included in the unit price,
- larger driveways, and
- an underground sprinkler system.

Bearspaw residents made the following suggestions:

- more privacy on the patio,
- more visitor parking throughout the village,
- careful inspection of road and curb construction,
- second car parking, and
- triple sealed windows.

Beaumaris residents suggested:

- recreational vehicle storage,
- sidewalks within the village,
- better quality construction,
- better security,
- more parking in front of the garage,
- more visitor parking, and
- increased exterior lighting.

Non-buyers gave the following improvement suggestions:

- a facility for parking recreational vehicles,
- larger patios, and
- a variety of exterior finishes.

9.2.2 Interior of Home:

Pineview residents suggested:

- better-quality materials,
- less steep stairs to the basement with a landing mid-way,
- lazy susan corners in the kitchen cupboards,
- lighting over laundry area,
- better light fixtures,
- wider halls for easy access to bedrooms and bathrooms for wheelchairs and stretchers,
- better-quality carpeting,
- front-facing living room because people who are on outer rim are too isolated,
- better sound insulation for party walls, and
- the smallest units should be 950 square feet.

Bearspaw residents suggested:

- less waste space in the front hall,
- larger windows downstairs,
- a window in the kitchen,
- better workmanship, and
- soundproof party walls.

Beaumaris residents suggested:

- resident choice of phone and TV outlet locations,
- more options of quality materials (e.g. kitchen flooring) and extras (e.g. security shutters and bars, safety rails, etc.),
- better-quality toilets,
- high-quality finishing materials and workmanship,
- highly efficient floor plans,
- some units designed for the disabled, and
- kitchen windows.

Non-buyers gave the following suggestions:

- well-lit, convenient kitchens,
- kitchen with above-average quality cabinets and built-in dishwasher,
- energy-efficient construction and heating,
- electronic air filter (reduces dusting),
- high-quality bath fixtures and faucets,
- quality wood (banisters, etc.),
- basement plumbing roughed in for 3-piece bath, and
- buyer choice of lighting fixtures, floor coverings, and cabinets.

9.3 Amenities Improvements

Pineview residents suggested:

- more outdoor space,
- larger amenities building with no stairs, and
- better acoustics in the recreation centre.

Beaumaris residents suggested wheelchair accessibility in the recreation building.

Several non-buyers would not incorporate a recreation centre, suggesting that a neighborhood church could be rented for gatherings and meetings. This was suggested both to reduce costs and to lessen the pressure to be socially involved.

9.4 Management Improvements

Pineview residents would have the condominium board exercise tighter control over the management firm for more efficient exterior maintenance and better arrangement for repairs.

Beaumaris residents suggested an on-site manager who would be bonded and responsible for units when residents were away.

9.5 Developer Improvements

Pineview residents suggested better quality in construction, finishing, and materials.

Bearspaw residents would keep the project small (32 units to 50 units).

Beaumaris residents suggested:

- more exclusive property rights,
- ensure that unit construction is closer to completion before advising owners of possession date, and
- ensure that fewer "minor" adjustments have to be made after occupancy.

Non-buyers suggested:

- a maximum of 30 units,
- more reasonable price,
- 5 appliances included in the purchase price,
- an information sheet on the breakdown of condominium fees, and
- added options of air conditioning and jacuzzi.

In summary, design changes, such as stairway design, seem to have been improved in newer projects. The acoustic problem in the recreation centre was recently resolved by the developer (ceilings were sprayed with an acoustic material). On the other hand, issues such as quality of construction did not appear to change significantly from project to project. Specific design improvements are discussed in Section 10, as highlighted through interviews with owners.

SECTION 10

INTERVIEWS

- 10.1 Interviews with Selected Experts
- 10.2 Interviews with Horizon Village Owners

10.0 INTERVIEWS

Interviews were held with two groups: experts in the housing field and owners of Horizon Village units. This section summarizes the interviews and relates the results to the mail questionnaire findings presented in previous sections.

10.1 Interviews with Selected Experts

10.1.1 Mr. Keith Thomas, President, Horizon Village Corporation:

A meeting was held with Keith Thomas who was very cooperative in providing background information on Horizon Village Corporation and on his feelings about the village concept.

Mr. Thomas was previously involved with general residential construction and introduced the retirement village concept to Edmonton after researching the American market. He thought there was a demand in Alberta for such housing and thinks that the concept works well because of developer concern and long-term commitment to the projects. People are buying the concept, not the housing design.

Mr. Thomas feels very strongly that the concept should be restricted to 50 years of age and over. People also want independence and choice, and are not very concerned about design features specifically aimed at the elderly. No one wants to think about getting old. If certain clients are concerned with such features, they may be incorporated into their unit (at additional cost) if purchased during the pre-sell program.

Residents of Horizon Village, he noted, are very diverse and have many different reasons for buying into the retirement village concept. However, clients usually need reassurance through a patient and responsive sales approach. Horizon Village sales consultants are trained to deal with the fear of buying into a new concept. For older people who do not want to move, it is an even more difficult sales task.

Mr. Thomas predicted that the level of resident satisfaction would be very high. Very few residents of Horizon Village have moved from their units.

In summary, he felt that competition within this industry was inevitable, but hopes it will share his concern for quality and long-term commitment to seniors in Alberta.

10.1.2 Mr. Jim Hendry, Sales Manager, Horizon Village Corporation:

The newest projects by Horizon Village range from 88 square meters (950 square feet) to 140 square meters (1500 square feet) and are very similar to Beaumaris with the exception that units without a garage are offered.

Mr. Hendry also mentioned that residents of Horizon Village are very diverse. There does not seem to be a pattern to where they come from, their income, occupation, and so on. While most residents are previous homeowners who buy into Horizon Village as a final move, they do not want a nursing home atmosphere. He stressed that clients will not buy into a senior citizen or nursing home atmosphere. If special design features are required for any handicaps, changes may be made during construction.

In summary, Albertans seem to be very happy with the retirement village concept and demand is still high.

10.1.3 Mrs. Sylvia Goldblatt, President, Sylvia Goldblatt & Assoc. Inc.:

Mrs. Goldblatt recently retired from her position as a researcher for Canada Mortgage and Housing Corporation. She has been involved for many years with housing and support services for the elderly and disabled and is now a housing consultant in Ontario.

Several retirement housing options were discussed with Mrs. Goldblatt, including high-rise condominiums, retirement villages, and retirement communities with health care facilities. She felt that all of these options were suitable housing alternatives for seniors. However, appropriate housing design which incorporates features that make aging-in-place less troublesome would help to keep people out of institutions. For example, many older people develop arthritis; simple design features can make daily living tasks much easier for them. As well, wheelchair access should be considered in developing housing designs, particularly in the design for common or public areas.

Mrs. Goldblatt also felt the recreational and social facilities were important to housing projects for seniors, particularly for widowed people. Most older people move because their homes are too large after the children leave and because outdoor maintenance becomes a burden. The extra leisure time which comes with a move to retirement housing is available for recreational activities, socializing, and travel.

In summary, Mrs. Goldblatt stressed that housing for the elderly should be well-planned accommodation which will keep people active and independent as long as possible.

10.1.4 Ms. Sandra Weary, Research and Development Planner,
The City of St. Albert Planning Services:

A meeting with Sandra Weary was initiated in response to her department's study of housing needs of local residents over 55, including Horizon Village residents in Pineview.

Preliminary findings of that survey related to Horizon Village were discussed with Ms. Weary. Reasons for moving into Pineview included low maintenance requirements, security, proximity to family, declining health, and social contact. Residents of Pineview also appeared to enjoy the country-like atmosphere of the location, the recreation centre, and ground orientation of their units. Although the overall level of satisfaction with Horizon Village Pineview was very high, there appeared to be a slight concern with project density, privacy, narrow streets, and amount of parking. Some residents also felt the units were not well-designed for disabled seniors; the stairs are steep and wheelchair access is difficult.

In conclusion, Ms. Weary felt that developers would be looking into construction of additional villages in St. Albert and that many residents would welcome and benefit from the concept.

10.1.5 Mrs. Hazel Christenson, Coordinator of Senior Citizens Housing Registry,
The Society for the Retired and Semi-Retired:

The concept of retirement villages provides an alternative form of housing to middle and upper income seniors who are reluctant to pay 25 percent of their

income to live in subsidized apartments for seniors. Retirement villages give people the freedom to travel without worrying about their home. They also provide physical security and the ability to socialize with a similar group of seniors.

Mrs. Christenson believes there is a market for this form of housing in Alberta. However, she felt that the high cost of most retirement villages restricts the purchasers to upper income seniors. In fact, many homeowners may need to come up with additional funds (over and above the value of their home) to move into the retirement village homes.

The marketing of Horizon Village is very attractive to seniors, stressing social and recreational opportunities. However, Mrs. Christenson indicated that on-site recreational facilities may be nice but not necessarily a must to the project. There are many drop-in centres in Edmonton. The use of existing centres would give seniors an opportunity to meet a broader spectrum of peers and move away from the tendency toward segregation.

In summary, Mrs. Christenson felt that the "total person" was a very important issue in designing housing for older people. Developers must consider the physical deterioration associated with aging. It is necessary to determine what is causing people to consider changing accommodation; moving can be quite traumatic. If seniors move into a condominium where their needs have not been taken into account, how long are they going to be able to remain there? Such projects need to be designed to meet the changing physical and social needs of aging residents.

10.1.6 Mr. Dave Green, Chairman, Edmonton Seniors Unique Housing:

Edmonton Seniors Unique Housing was formed in 1986 as a self-help group to develop a retirement housing project for its members (which now number approximately 160). This group did not feel that existing housing options would adequately meet their needs, expectations, and preferences. Instead, after visiting Horizon Village in Edmonton and Parkvale in Red Deer, and surveying their membership, the group commissioned an architectural firm to develop a design which fully met their requirements.

The two resulting designs are bungalow style row house units (317 square meters / 1040 square feet and 331 square meters / 1085 square feet) well-designed for

daily living. However, Mr. Green felt that incorporation of features for disabilities was not practical; to design for the few people who may require them would not be economical. He felt that Albertans have very effective lodge and nursing home care which would be available to the owners if health became a serious issue.

He felt that the ideal project would contain 40 two-bedroom units with a "normal street and sidewalk," a large backyard, and privacy screening on the deck. The group is currently looking for a suburban residential location, fairly close to services to develop a project.

In summary, Mr. Green suggested that buyers of retirement housing should be a retired couple who enjoy socializing and who would not be away traveling for extended periods of time.

10.2 Interviews with Horizon Village Owners

Owners of Horizon Village units who completed the questionnaire were also asked to identify themselves if they wished to participate in an in-depth personal interview about retirement housing. Seventeed interviews were conducted: six interviews with residents in Pineview (three widowed individuals and three couples), nine interviews in Beaumaris (four widowed and five couples), and two in Bears paw (a widow and a couple). Owners were very cooperative and sincere in their responses to interview questions. Interviews ranged from one to two hours and covered the following topics:

- location of previous residence,
- proximity of services,
- benefits and disadvantages of living in a retirement village,
- overall satisfaction with Horizon Village,
- anticipated future problems, and
- an ideal retirement village.

10.2.1 Where Did They Live Before Horizon Village?:

All but three families were from the Edmonton area, a similar proportion to the survey findings. The three out-of-town owners moved to be closer to their

families, as did several other owners who moved across Edmonton. In general, however, owners tended to remain relatively close to their previous neighborhood.

10.2.2 What Types of Housing Alternatives were Considered?:

Several owners did not consider anything other than Horizon Village because no other options suitable to their needs and preferences were available. Most owners did not want to live in another house, a high-rise, apartment, or two-storey townhouse. They preferred a "ground floor unit with lots of storage space." Horizon Village was considered "closest to owning your own home" and adequately met their changing housing needs.

10.2.3 Proximity to Services:

Whiting and Woodward (1985) suggest maximum distances to services for seniors' housing developments (see Figure 3.1). Utilizing the suggested proximities, the following distances to services were noted for each retirement complex.

Although the transit stop is directly in front of the Pineview project, many essential services are approximately 1.6 to 3.2 kilometers (one to two miles) away. The nearest convenience store is about 10 blocks away—certainly too far to walk to in the winter. Residents felt distance to services may be a problem as they grow older and no longer drive. On the other hand, community services such as recreational and social activities are provided by the on-site amenities building. As well, a park is adjacent to the project.

Bearspaw, the second village developed, is situated on Bearspaw Lake—a pleasant view from the units facing the lake. However, there is no walking path around the lake. In terms of essential services, the transit stop is directly in front of the project; however, the distance to services is approximately one kilometer—further than Whiting and Woodward suggest and a bit far to walk in the winter. As with Pineview, recreational and social activities are provided on-site.

The third village, developed by Horizon Village on Lake Beaumaris, appears to be close to an ideal location. The lake is very usable for recreational activities. Essential services are two to three blocks away; two shopping centres provide all the necessary services, with the exception of a post office. Although close

to an ideal location, the village has two major problems: the nearest transit stop is about six blocks away and there is no sidewalk on the south side of the complex (153 Avenue). Residents who do not drive or have a pet objected to walking on a sloped grassy area, on the road, or leaving their pet at home and using the lake walkway (no pets are allowed on the walkway) to get to the shopping centre. This problem reflects Green's view expressed in the quote in the review of literature on page 36 of this report.

10.2.4 What are the Benefits of Living in Horizon Village?:

Owners were generally very happy with the retirement village concept. The following list summarizes owner-perceived benefits of living in Horizon Village:

- no outdoor maintenance
- security/safety,
- recreational and social activities,
- single-level unit,
- less worry about being away,
- attached garage,
- appropriate size of unit,
- compatibility with lifestyle and finances,
- no children allowed,
- quiet and peaceful,
- community spirit,
- handy to everything (Beaumaris),
- appropriate restrictions, and
- washer and dryer on main floor.

The above perceived benefits reflect buyers' reasons for purchasing units in Horizon Village as reflected in the survey. They are generally confirmed by the literature reviewed.

10.2.5 Disadvantages to Living in Horizon Village:

The perceived disadvantages to living in their retirement villages were relatively few and several people were hard-pressed to think of any. The disadvantages mentioned included:

- uncertainty of resale value,
- lack of privacy,

- inappropriateness of some of the restrictions (e.g. no adult children allowed longer than 60 days, no hanging flower pots),
- patio too small,
- maintenance not always prompt,
- project density,
- bus and sidewalk problem in Beaumaris,
- no mail delivery to the door,
- uncertainty about continuing effectiveness of the condominium association,
- other people's pets, and
- few gardening opportunities.

Many owners indicated that they have learned to live with the minor problems and are satisfied on the whole.

10.2.6 Unmet Housing Needs:

Several owners felt that all of their housing needs were met by moving to Horizon Village. Owners which did have unmet housing needs described them in the following comments:

- lack of desired wheelchair access,
- larger garage for a workshop,
- first choice of unit was unavailable, and
- no linen closet (in smaller units in Pineview).

The survey results showed that respondents preferred to remain in their own home or live in a similar environment to meet their housing needs. Many of their current needs appear to have been met by Horizon Village living.

10.2.7 Satisfaction with the Complex Location:

Most owners were very happy with the location of their village, particularly Beaumaris, and enjoyed the quietness of the project location. Pineview residents were pleased with the country-like atmosphere but were concerned about the distances to services for residents who did not drive, and for themselves when they are unable to drive. However, the transit stop is very convenient. Bearspaw,

and particularly Beaumaris residents were very happy with their locations on the lakes. Owners in Beaumaris were very pleased to be so close to services and this location seems to be close to ideal.

The survey results also showed that respondents of all three villages were very satisfied with the project location.

10.2.8 Satisfaction with the Project Design:

On the average, owners were satisfied with the project design. Pineview residents expressed more concern about density, narrow roads, and parking but indicated they grew accustomed to it. These design aspects were improved in Bearspaw and Beaumaris and were reflected in owner satisfaction.

Two opposing viewpoints arose regarding the inner courtyard area; some people felt there was a lack of privacy, others felt it was safer than the outer rim. Patio areas were often considered inadequate and several owners chose to enlarge them at the time of purchase. Landscaping was often described as minimal—trees should be more mature.

Owners did not feel as though they were living in row housing. The project design of 2, 3, and 4-plex buildings helps to alleviate the row house effect. As well, most owners accepted the similarity of the building designs. In fact, two couples mentioned that it made them feel that they did not have to "keep up with the Joneses" and it was more difficult to single out wealthier owners.

The amenities or recreation centres were generally positively received, even by owners who do not use them extensively. Widowed owners seem to use the facilities to a greater extent. Uses include drop-ins, pot-luck dinners, exercise classes, billiards, cards and games, shuffleboard, and large family gatherings. However, design problems with wheelchair access (and stair-related difficulties) are now being experienced by a few residents since the building has an upper and lower level. A wheelchair apparatus for the stairway is being considered.

10.2.9 Satisfaction with the Unit Design:

Many residents in the smaller unit (77 square meters / 825 square feet in Pineview) felt the unit was too small and would have preferred the larger design (96 square

meters / 1030 square feet). Widowed or single owners appear to be happier with the smaller units of 88 square meters (950 square feet). Couples seem to prefer units at least 96 square meters (1030 square feet) in size. Sample floor plans are provided in Figures 2.4 to 2.7.

Pineview residents were generally satisfied with the floor plan and open design of their units. Main floor laundry areas were well received. They did, however, express dissatisfaction in the following design features:

- no linen closet (in the smaller units),
- poor ambulance stretcher access in emergencies,
- small bathroom,
- crowded living and dining room (smaller units),
- lack of main floor storage,
- initial lack of a wall dividing garages,
- poorly sealed windows,
- no kitchen window,
- small second bedroom, and
- orientation of the living room toward the back yard (less perceived security by outer rim residents).

On the average, residents in the larger of the two floor plans in Pineview appear to be more satisfied with the design of their units, especially with the open stairway and size of the living areas. These features were incorporated into the second phase of Horizon Village in Bearspaw. The smallest unit offered was 88 square meters (950 square feet) with several other floor plans available which offered various room orientations.

Although only two units (owners) were represented in Bearspaw, the design is very similar to Beaumaris which was well represented by interviews. Several design changes were incorporated from the Pineview experience. These include:

- linen closets in all floor plans,
- more main floor storage,
- larger living and dining areas,
- open stairways,
- walk-in closets,

- several floor plans,
- the ability to make design changes during the pre-sell program, and
- more optional features.

A variety of floor plans allow for preferred orientation for sun, privacy, and perceived security (view of neighbors). A variety of unit sizes also appears to have increased the level of owner satisfaction.

Dissatisfaction with the following design features was expressed by Bearspaw and Beaumaris owners:

- * — the stairway was still considered by many owners to be too steep and hazardous,
 - poor quality windows and finishing materials,
 - small basement windows (in case of fire),
 - wasted space in front entrance,
 - poorly located electrical, TV, and telephone outlets,
 - * — front steps and patio steps, and
 - * — poor wheelchair access.
- * As residents age and experience a decline in health, these issues may become more of a problem.

10.2.10 Quality of Construction and Price:

The majority of residents interviewed expressed a concern with the quality of construction, particularly about the quality of materials used in finishing. Nearly all residents felt they had paid too much for the value of the home. In addition, many owners felt the need to upgrade standard finishing materials such as flooring, cabinets, and fixtures.

10.2.11 Overall Satisfaction:

On the whole, owners were very satisfied with the concept of ownership retirement villages. On a scale of 1 to 10 (10 = best), overall satisfaction with the project ranged from four to ten, and averaged between seven and eight for all three projects.

Buying into a condominium project initially made many of the residents nervous until they researched the concept. The information search on condominium ownership ranged from talking to friends, relatives, and salespeople to reading Horizon Village information and making inquiries about the provincial condominium regulations.

10.2.12 Special Design Features for Seniors:

None of the owners interviewed thought about special housing design features to accommodate aging. Such features did not apply to their current situation so they overlooked the issue completely, other than buying a single-level unit.

Buyers were asked if they would be offended by such design features as safety grab bars, lever-type faucets and door handles, wheelchair access, and emergency call buttons. They overwhelmingly indicated that they would consider these features if available, and realistically thought they may eventually require them. However, special features to accommodate changing needs would need to be subtly incorporated into the home design to avoid an "old folks' home" appearance. It should be noted that Bearspaw and Beaumaris units have bathroom grab bars and lever-type door handles. Pineview has only lever-type door handles. These are the only design features specific to senior housing which are standard in Horizon Village units.

10.2.13 Future Problems:

Owners felt there may be village problems within the next 10 to 15 years including the following:

- resale,
- declining social spirit,
- boredom,
- changes in condo restrictions (no children),
- wheelchair and stretcher access,
- lack of sufficient reserve funds for major repairs,
- rundown appearance,
- decline in management effectiveness, and
- distance to services (Pineview).

10.2.14 An Ideal Retirement Village:

Several owners felt that the Horizon Village concept was close to an ideal form of retirement housing. In addition, residents suggested the following features as representing an "ideal retirement housing situation":

- a swimming pool and whirlpool or jacuzzi,
- medical facilities,
- no basement but larger garage,
- better security,
- no steps,
- covered walkways,
- near park or lake,
- a good view from all units,
- single or duplex units,
- recreational vehicle storage,
- ability to make design changes and upgrades,
- small garden plots, and
- near services.

In summary, residents of Horizon Village are very satisfied with the retirement village housing concept. However, improvements could be made with respect to quality of construction to provide better value for the price, and to design features to better accommodate aging-in-place. Specific design improvements for retirement villages are discussed in Section 11: Conclusions and Recommendations.

SECTION 11

CONCLUSIONS AND RECOMMENDATIONS

- 11.1 Major Conclusions
- 11.2 Recommendations for Private Industry
- 11.3 Recommendations for Future Research

11.0 CONCLUSIONS AND RECOMMENDATIONS

The purpose of this study was to prepare a report which designers, developers, and buyers may utilize to assist in their decisions regarding the design, building, or purchase of owner-occupied retirement housing. The study touches upon findings in recent literature but primarily draws upon an evaluation of three Horizon Village projects.

The study focused on four major objectives which were important to the concept of ownership retirement housing in Alberta. Major conclusions of this study are discussed below in terms of these four objectives.

11.1 Major Conclusions

11.1.1 Needs, Expectations, and Preferences of the Mature Market:

Buyers and non-buyers of Horizon Village units were very similar in terms of demographic, socioeconomic, and housing characteristics. Only two significant differences were found: 1) on the average, the younger non-buyers had achieved a higher level of education, and 2) buyers had higher incomes. Although non-buyers liked the village concept, they seemed to be more critical of value for their money.

Housing needs change as families age. Buyers and non-buyers expressed outdoor maintenance as a primary reason for moving. This feature reflected the health problems of many buyers, as well as the desire for freedom to travel. Both groups had very similar expectations about the home which would meet their changing needs. Approximately half the respondents had seriously considered remaining in their own home; moreover, until recently, there were no suitable housing alternatives for this segment. The retirement village concept provided many buyers with an attractive alternative. In fact, many buyers were not actively looking for a housing alternative until they discovered Horizon Village.

In summary, respondents preferred to be homeowners, live in a single-level unit which ranged in size from 88 square meters (950 square feet) to 140 square meters

(1500 square feet), live with a mature age group (no children), and feel physically and financially secure with their housing.

11.1.2 Were Housing Expectations Met by Horizon Village?:

Buyers indicated that most of their housing expectations were met by moving to Horizon Village. Residents enjoy the maintenance-free exteriors, a mature adult community, and worry less about security and travel. However, buyers and non-buyers generally found Horizon Village units expensive given the quality of construction and materials offered. At any rate, many buyers did purchase units at least as large as their previous homes and many added to their equity position. Many non-buyers, on the other hand, liked the housing concept but were not yet ready to move. They also found the units too expensive. Perhaps these non-buyers would be willing to move if their expectations were more fully met by a retirement housing development.

In summary, housing needs and expectations were generally met by Horizon Village ownership, although several buyers did indicate a concern with resale value and condominium fee increases.

11.1.3 Level of Housing Satisfaction:

Respondents were very happy with the concept of ownership retirement villages as a housing alternative for seniors. Buyers' overall satisfaction with Horizon Village was very positive. Over 90 percent would recommend the development to family or friends, and over 70 percent would make the same buying decision again.

The recreation centre was generally positively received, although several non-buyers would prefer not to include such a facility.

Although residents were very satisfied with the overall development and their individual units, some dissatisfaction with Horizon Village was expressed: distance to the transit stop (Beaumaris), landscaping, parking, quality of windows, flooring, and wheelchair access. As well, many residents thought they paid too much for the quality of construction, materials, and workmanship.

11.1.4 Improvements to the Concept:

Improvements to the concept were suggested both through the questionnaires and personal interviews. Locational improvements include locating near a man-made lake to encourage recreational activities and provide a pleasant view; locating near, but not adjacent to, services; ensuring that public transit stops and sidewalks are provided; and developing sites in quiet, conveniently located, residential neighborhoods.

In terms of project design, residents did not feel as though they were living in row housing, even though Pineview residents did express concern about project density. Specific project improvements included some variety in design and layout of units within the village, increased privacy and size of patios, more security, better landscaping, some garden plots, provisions for recreational vehicle parking, and better wheelchair access.

Although a variety of unit designs have been available since the first phase of Horizon Village to accommodate varying preferences, the following general suggestions were voiced: minimum unit sizes of 88 to 96 square meters (950 to 1030 square feet), adequate main floor shelving and storage, less hazardous stairways, larger basement windows, better wheelchair access, and no steps.

In summary, respondents overwhelmingly expressed a desire for retirement housing which offers quality for their investment. The unit price was acceptable, but many residents felt they overpaid for the quality received.

11.1.5 Self-Sufficiency and Independence:

Horizon Village residents wish to maintain their self-sufficiency and independence as long as possible. Their lifestyles generally have remained the same or improved somewhat since the move to Horizon Village. Most owners also felt this would be their last move, unless severe health problems dictated another move. Although residents do not plan to move again, many wish to arrange support services on their own rather than have such services on-site.

It is interesting to note, that although the move to Horizon Village is considered a final move, very few residents thought about specialized design features to

accommodate aging. However, when questioned about their reaction to specialized designs for seniors, they overwhelmingly indicated a positive response. If marketed, residents felt they would be realistic about aging and would have considered such features in their purchase decision.

11.2 Recommendations for Private Industry

The mature market segment (55 years and over) of the Canadian population is currently 14 percent of the total population and will reach 20 percent by the end of the century. Although it is the fastest-growing market segment, the private housing industry is only beginning to realize this market potential. There will be many exciting opportunities to develop housing within this segment. However, the mature market is not a homogeneous group. The various sub-groups have different needs, expectations, and preferences in housing. As well, the majority of seniors are very reluctant to move—perhaps because until recently, the best choice has been to remain in their single family home as long as possible. However, this is not always the optimal solution. The ownership retirement village is a well-received alternative for many seniors in Alberta.

Because the mature market will represent a solid and strong market force in the near future, the challenge for private industry lies in providing suitable and desirable options for seniors—options which will accommodate aging-in-place. Senior consumers will also be demanding more participation in the planning process. They wish to play a role in developing housing alternatives which accurately meet their needs, lifestyles, and preferences.

Marketing retirement housing to the mature market requires much handholding. Buyers want to be sure they are receiving security and value for their investment.

In summary, market research will become increasingly important as competition within the industry grows. Says Maria Dwight, an American housing consultant, "Housing for the elderly is a market-driven product for the first time in history, and you better find out what the market wants."

11.3 Recommendations for Future Research

Well-planned housing may enable older people to maintain independence and self-sufficiency without having heavy upkeep responsibilities or the feeling of loneliness. On-going research is needed on the types of retirement housing which older people prefer. As well, there is not enough known about what happens to the majority of homeowners who remain in their existing residences through their later years. Little is known about how they adjust to increasingly ill-suited housing, although many find it necessary to seek institutional accommodation.

Retirement villages can be a satisfactory alternative to housing older homeowners who choose them, at least in the short-run. Little information is available on the problems of long-term home ownership in new concepts such as the retirement village. Research is required on the long-term impact of private market decisions of the elderly. It is hoped that this study will shed some light in this area and add to the small, but growing, body of research on ownership retirement housing.

Horizon Village has proven to be a viable alternative for seniors: however, increased knowledge about retirement housing would permit a more sensitive response to demand, both for private industry and government programs.

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APPENDIX A

**MAIL QUESTIONNAIRES AND
SURVEY RESULTS**

RESIDENTIAL SURVEY (n=58)

YOUR DECISION TO MOVE

n = respondents

The questions in this section are about your **THINKING BEFORE YOU BOUGHT** in Horizon Village.

1 a). Please check [✓] **ALL** the **REASONS** for **YOUR MOVE** from your **PREVIOUS HOME**.

n=58

- | % | |
|-------------|--|
| <u>0</u> | 1. Previous home too small |
| <u>25.9</u> | 2. Previous home too large |
| <u>15.9</u> | 3. Too much outdoor maintenance |
| <u>22.4</u> | 4. Home needed major repairs |
| <u>13.3</u> | 5. Neighborhood unsafe |
| <u>15.5</u> | 6. Too many stairs |
| <u>24.1</u> | 7. No main floor laundry facilities |
| <u>12.3</u> | 8. Not close to community services (shopping, health care, etc.) |
| <u>6.9</u> | 9. Not close to public transportation |
| <u>15.5</u> | 10. Home difficult to look after |
| <u>3.4</u> | 11. Financial reasons |
| <u>1.7</u> | 12. Home too costly |
| <u>13.8</u> | 13. Death of spouse |
| <u>6.9</u> | 14. Loneliness |
| <u>32.6</u> | 15. Health reasons |
| <u>6.9</u> | 16. Need for more privacy |
| <u>39.7</u> | 17. Wish to be with mature age group |
| <u>20.7</u> | 18. Family encouraged the move |
| <u>19.0</u> | 19. To be near family/friends |
| <u>27.6</u> | 20. Other (please specify: _____) |

1 b). From the **ABOVE** list, which were the **MOST IMPORTANT REASONS** for moving?
(please use the number listed in front of the reason)

- * 3 was the most important reason
- * 17 was the 2nd most important reason
- * 5 was the 3rd most important reason
- * 2 was the 4th most important reason
- * 19 was the 5th most important reason

2. Which of the following **TYPES OF HOUSING** did you seriously **CONSIDER** before moving?
(check [✓] all that apply) [Note: apartments and condominiums are **non-subsidized**]

n=58

- | % | |
|-------------|---|
| <u>43.1</u> | ☐ To remain where you were |
| <u>19.0</u> | ☐ A house |
| <u>6.9</u> | ☐ A high rise apartment |
| <u>12.1</u> | ☐ A high rise apartment for seniors |
| <u>17.2</u> | ☐ A low rise apartment |
| <u>17.2</u> | ☐ A low rise apartment for seniors |
| <u>12.1</u> | ☐ A high rise condominium |
| <u>6.9</u> | ☐ A high rise condominium for seniors |
| <u>1.7</u> | ☐ A nursing home |
| <u>0</u> | ☐ A lodge |
| <u>3.4</u> | ☐ Shared housing (among own age group) |
| <u>0</u> | ☐ Live in children's home -A2- |

3. How did you FIRST HEAR ABOUT HORIZON VILLAGE? (check one)

7. ☐ Television
 7.8 ☐ Radio
 33.3 ☐ Advertisement in a newspaper
 15.7 ☐ Advertisement in a magazine
 19.6 ☐ Family or friends
 2.0 ☐ Drove by and saw the sales office
 2.0 ☐ Horizon Village information centre
 5.9 ☐ Other (please specify: Mall display), Flyer in Mail

n=51

4 a). When you were THINKING about buying a HORIZON VILLAGE unit, HOW IMPORTANT were EACH of the following factors? (check [✓] one box for each item)

(AVERAGE) MEAN	S.D.*	min., max. = x	1=Very Important	2= Important	3= Unimportant	4=Very Unimportant	Do Not Know
1.7	0.7	1. Initial cost (n)	☒ = 23	☐ = 26	☐ = 6	☒ = 1	☐ = 0
1.8	0.8	2. On-going cost/monthly costs	☒ = 18	☐ = 23	☐ = 6	☒ = 2	☐ = 1
2.7	0.9	3. Close to current neighborhood	☒ = 3	☐ = 18	☐ = 14	☒ = 11	☐ = 0
2.4	1.0	4. Close to family/friends	☒ = 14	☐ = 16	☐ = 12	☒ = 7	☐ = 1
2.3	1.0	5. Close to public transportation	☒ = 15	☐ = 17	☐ = 15	☒ = 7	☐ = 0
2.3	0.9	6. Social activities	☒ = 10	☐ = 24	☐ = 12	☒ = 6	☐ = 1
2.3	0.9	7. Recreational activities	☒ = 9	☐ = 26	☐ = 11	☒ = 6	☐ = 0
2.1	1.0	8. Restricted to age 50 and over	☒ = 17	☐ = 25	☐ = 4	☒ = 8	☐ = 0
1.6	0.7	9. Safety/security features	☒ = 25	☐ = 24	☐ = 3	☒ = 1	☐ = 0
1.7	0.7	10. Design of individual unit	☒ = 19	☐ = 27	☒ = 5	☐ = 0	☐ = 0
1.9	0.7	11. Parking	☒ = 12	☐ = 35	☐ = 5	☒ = 1	☐ = 0
1.8	0.6	12. Appearance of the buildings	☒ = 13	☐ = 33	☐ = 3	☒ = 1	☐ = 0
1.1	0.4	13. Maintenance free exteriors (snow removal, grass cutting, etc.)	☒ = 48	☒ = 8	☐ = 0	☐ = 0	☐ = 0
2.1	0.8	14. Close to health services	☒ = 13	☐ = 22	☐ = 14	☒ = 1	☐ = 1
1.9	0.8	15. Close to shopping	☒ = 17	☐ = 24	☐ = 7	☒ = 2	☐ = 0
1.7	0.8	16. Opportunity for ownership	☒ = 23	☐ = 19	☐ = 6	☒ = 2	☐ = 0
2.1	0.9	17. Purchasing in a new complex	☒ = 13	☐ = 22	☐ = 7	☒ = 5	☐ = 0
2.0	0.8	18. Resale value	☒ = 13	☐ = 20	☐ = 11	☒ = 2	☐ = 0
2.0	1.0	19. No children allowed	☒ = 16	☐ = 22	☐ = 3	☒ = 6	☐ = 0
1.4	0.7	20. Quality of construction	☒ = 33	☐ = 15	☐ = 2	☒ = 1	☐ = 0

* STANDARD DEVIATION

4 b). From the ABOVE list, which were the 5 MOST IMPORTANT FACTORS?
 (please use the number listed in front of the reason)

- * 13 was the most important reason
 * 8 was the 2nd most important reason
 * 1 was the 3rd most important reason
 * 10 was the 4th most important reason
 * 20 was the 5th most important reason

5. When you were LOOKING for a new home **HOW IMPORTANT** were the following **HOME FEATURES** to you? (please check [✓] a box for **EACH** feature)

(AVERAGE) MEAN	S.D.*	LOCATION	min, max = x	1=Very Important	2= Important	3= Unimportant	4=Very Unimportant
2.1	0.9	Distance to transit stop	(n)	☒ = 15	☐ = 23	☐ = 15	☒ = 3
2.7	0.8	Distance to place of worship		☒ = 14	☐ = 15	☐ = 28	☒ = 5
2.1	0.8	Distance to health services		☒ = 13	☐ = 25	☐ = 14	☒ = 1
1.9	0.8	Distance to shopping/services		☒ = 18	☐ = 25	☐ = 9	☒ = 1
2.3	0.9	Distance to family/friends		☒ = 9	☐ = 23	☐ = 16	☒ = 4
2.6	0.8	Distance to parks/lake		☒ = 5	☐ = 18	☐ = 24	☒ = 5
1.6	0.6	Quiet neighborhood		☒ = 26	☐ = 27	☒ = 2	☐ = 0
<u>LOT</u>							
1.6	0.6	Privacy		☒ = 23	☐ = 30	☐ = 1	☒ = 1
2.0	0.7	Size		☒ = 11	☐ = 30	☐ = 9	☒ = 2
1.9	0.7	View		☒ = 15	☐ = 28	☐ = 8	☒ = 1
1.7	0.6	Landscaping		☒ = 21	☐ = 32	☒ = 2	☐ = 0
2.1	0.7	Direction facing (for sun)		☒ = 11	☐ = 29	☒ = 14	☐ = 0
<u>EXTERIOR OF HOME</u>							
1.8	0.7	Patio area		☒ = 18	☐ = 21	☒ = 9	☐ = 0
1.3	0.6	Attached garage		☒ = 40	☐ = 16	☒ = 2	☐ = 0
1.8	0.6	Parking		☒ = 18	☐ = 30	☒ = 5	☐ = 0
1.9	0.8	No steps		☒ = 20	☐ = 21	☐ = 11	☒ = 1
1.2	0.4	Low maintenance (snow removal, etc.)		☒ = 47	☒ = 9	☐ = 0	☐ = 0
1.5	0.1	Covered entrance		☒ = 18	☐ = 26	☐ = 5	☒ = 1
2.0	0.6	Type of windows		☒ = 15	☐ = 25	☐ = 9	☒ = 2
<u>INTERIOR OF HOME</u>							
1.4	0.6	Efficient floor plan		☒ = 36	☐ = 18	☐ = 1	☒ = 1
1.5	0.6	Good use of space		☒ = 28	☐ = 24	☐ = 1	☒ = 1
1.8	0.7	Full basement		☒ = 18	☐ = 31	☐ = 6	☒ = 1
1.3	0.6	Single level (bungalow)		☒ = 38	☐ = 14	☒ = 2	☐ = 0
2.8	0.9	Sun room		☒ = 5	☐ = 8	☐ = 25	☒ = 8
1.7	0.7	Few stairs		☒ = 25	☐ = 23	☒ = 7	☐ = 0
1.4	0.5	Convenient kitchen		☒ = 34	☐ = 22	☒ = 1	☐ = 0
1.4	0.5	Kitchen cupboards		☒ = 35	☐ = 21	☒ = 1	☐ = 0
1.5	0.6	Laundry area		☒ = 34	☐ = 21	☒ = 3	☐ = 0
1.7	0.6	Storage		☒ = 23	☐ = 29	☒ = 4	☐ = 0
1.6	0.6	Lighting		☒ = 24	☐ = 27	☒ = 2	☐ = 0
1.7	0.7	Electrical outlet convenience		☒ = 23	☐ = 25	☐ = 3	☒ = 1
2.3	0.8	Lever-type door handles		☒ = 8	☐ = 24	☐ = 19	☒ = 2
2.3	0.8	Lever-type faucets		☒ = 7	☐ = 21	☐ = 20	☒ = 2
1.9	0.9	Bathroom safety bars		☒ = 20	☐ = 20	☐ = 11	☒ = 2
1.6	0.6	Flooring		☒ = 21	☐ = 29	☒ = 2	☐ = 0

* STANDARD DEVIATION

1 = Very Important 2 = Important 3 = Unimportant 4 = Very Unimportant

MEAN S.D. OPTIONAL FEATURES

3.1	0.7	Fireplace	(n)	☒ = 2	☐ = 3	☐ = 32	☒ = 13
3.1	0.6	Whirlpool		☒ = 1	☐ = 5	☐ = 34	☒ = 10
3.0	0.7	Air conditioning		☒ = 2	☐ = 6	☐ = 34	☒ = 8
2.8	0.7	Emergency call button		☒ = 3	☐ = 8	☐ = 29	☒ = 5
2.5	0.9	Alarm system		☒ = 7	☐ = 18	☐ = 21	☒ = 5
2.8	0.8	Wheelchair access		☒ = 4	☐ = 9	☐ = 29	☒ = 8

AMENITIES

2.3	0.9	Near recreation facilities		☒ = 10	☐ = 23	☐ = 17	☒ = 4
2.3	0.9	Near social activities		☒ = 11	☐ = 21	☐ = 17	☒ = 4

6. When CONSIDERING the purchase of a HORIZON VILLAGE UNIT, who had the MOST INFLUENCE on the buying decision? (check [✓] one)

%

- n=57
- 77.2 ☐ No one, I/we made the decision alone
 - 1.8 ☐ Brother or sister
 - 15.8 ☐ Adult child
 - 0 ☐ Parent
 - 1.8 ☐ Other relative
 - 3.5 ☐ Friend
 - 0 ☐ Salesperson
 - 0 ☐ Other (please specify: _____)

7. How long did you LOOK for a new home?

%

- n=54
- 37.0 ☐ 1 - 4 weeks
 - 22.2 ☐ 1 - 5 months
 - 18.5 ☐ 6 - 12 months
 - 11.1 ☐ 1 - 2 years
 - 7.4 ☐ 2 - 3 years
 - 3.7 ☐ more than 3 years

YOUR CHOICE - HORIZON VILLAGE

The questions in the following section are about YOUR DECISION TO BUY in Horizon Village.

8 a). Please check [✓] ALL your REASONS for BUYING a HORIZON VILLAGE unit.

- %
- 81.0 1. Mature adult community (age 50 and over)
 - 41.4 2. Companionship
 - 65.5 3. Worry-free travel
 - 48.3 4. Community spirit
 - 72.4 5. Independence maintained
 - 5.2 6. Gained money from previous home sale
 - 46.6 7. With similar people
 - 74.1 8. Suitable lifestyle
 - 1.7 9. Forced by family to purchase
 - 55.2 10. More leisure time
 - 13.8 11. Living costs reduced
 - 37.9 12. Affordable
 - 46.6 13. Pride of ownership
 - 31.0 14. Good resale value
 - 43.1 15. Safety/physical security
 - 72.4 16. Attractive complex
 - 69.0 17. Nothing else like Horizon Village was available
 - 44.8 18. A new place
 - 50.0 19. Convenient location
 - 93.1 20. No outdoor maintenance
 - 58.6 21. Recreation building
 - 48.3 22. Social activities
 - 36.2 23. Country atmosphere
 - 39.7 24. Several floor plans/options available
 - 10.7 25. Good size
 - 69.0 26. Easy to housekeep
 - 34.5 27. Special design features for seniors
 - 48.3 28. No children
 - 5.2 29. Recreational vehicle storage
 - 3.8 30. Other (please specify: _____)

n=58

8 b) From the ABOVE list, which were the 5 MOST IMPORTANT REASONS for BUYING a HORIZON VILLAGE UNIT? (please use the number listed in front of the reason)

- * 20 was the most important reason
- * 1 was the 2nd most important reason
- * 3 was the 3rd most important reason
- * 17 was the 4th most important reason
- * tie was the 5th most important reason

↳ 8, 10, 16

YOUR LEVEL OF SATISFACTION

* STANDARD DEVIATION

9. Please indicate your SATISFACTION with the following aspects of HORIZON VILLAGE. (check [✓] a box for EACH aspect)

(AVERAGE) MEAN	S.D.*	min., max. = x	1= Very Satisfied	2= Somewhat Satisfied	3= Not Satisfied	Is Not Offered
		LOCATION				
1.8	0.9	Distance to transit stop	☒ = 29	☐ = 6	☒ = 18	☐ = 3
1.6	0.6	Distance to place of worship	☒ = 20	☐ = 21	☒ = 2	☐ = 1
1.5	0.6	Distance to health services	☒ = 29	☐ = 20	☒ = 3	☐ = 1
1.5	0.6	Distance to shopping/services	☒ = 33	☐ = 19	☒ = 3	☐ = 0
1.5	0.6	Distance to family/friends	☒ = 29	☐ = 18	☒ = 2	☐ = 2
1.4	0.5	Distance to parks/lake	☒ = 29	☐ = 16	☒ = 1	☐ = 3
1.2	0.4	Quiet neighborhood	☒ = 40	☒ = 10	☐ = 0	☐ = 0

MEAN	S.D.	LOT	1 = Very Satisfied	2 = Somewhat Satisfied	3 = Not Satisfied	Is Not Offered
1.3	0.5	Privacy	☒ = 37	☒ = 17	☐ = 0	☐ = 1
1.4	0.6	Size	☒ = 36	☐ = 15	☒ = 2	☐ = 1
1.5	0.6	View	☒ = 29	☐ = 22	☒ = 2	☐ = 0
1.8	0.6	Landscaping	☒ = 18	☐ = 30	☒ = 5	☐ = 0
1.4	0.6	Direction facing (for sun)	☒ = 32	☐ = 19	☒ = 2	☐ = 1
EXTERIOR OF HOME						
1.5	0.6	Patio area	☒ = 32	☐ = 22	☒ = 2	☐ = 0
1.1	0.3	Attached garage	☒ = 49	☒ = 7	☐ = 0	☐ = 0
1.7	0.8	Parking	☒ = 26	☐ = 17	☒ = 1	☐ = 2
1.4	0.6	No steps	☒ = 32	☐ = 15	☒ = 3	☐ = 2
1.4	0.6	Maintenance (snow removal, etc.)	☒ = 36	☐ = 18	☒ = 2	☐ = 0
1.3	0.5	Covered entrance	☒ = 40	☐ = 11	☒ = 1	☐ = 1
1.7	0.7	Type of windows	☒ = 25	☐ = 20	☒ = 9	☐ = 0
INTERIOR OF HOME						
1.4	0.5	Efficient floor plan	☒ = 35	☐ = 20	☒ = 1	☐ = 1
1.4	0.5	Good use of space	☒ = 35	☐ = 21	☒ = 1	☐ = 0
1.3	0.5	Full basement	☒ = 43	☐ = 10	☒ = 2	☐ = 0
1.1	0.3	Single level (bungalow)	☒ = 47	☒ = 7	☐ = 0	☐ = 0
1.9	0.8	Sun room	☒ = 3	☐ = 3	☒ = 2	☐ = 0
1.5	0.7	Few stairs	☒ = 30	☐ = 19	☒ = 5	☐ = 0
1.3	0.4	Convenient kitchen	☒ = 42	☒ = 15	☐ = 0	☐ = 0
1.4	0.6	Kitchen cupboards	☒ = 37	☐ = 18	☒ = 2	☐ = 0
1.2	0.4	Laundry area	☒ = 46	☒ = 11	☐ = 0	☐ = 1
1.5	0.5	Storage	☒ = 32	☐ = 23	☒ = 1	☐ = 0
1.6	0.6	Lighting	☒ = 27	☐ = 26	☒ = 4	☐ = 0
1.6	0.7	Electrical outlet convenience	☒ = 28	☐ = 22	☒ = 6	☐ = 0
1.5	0.6	Lever-type door handles	☒ = 29	☐ = 22	☒ = 3	☐ = 0
1.5	0.6	Lever-type faucets	☒ = 24	☐ = 18	☒ = 2	☐ = 8
1.4	0.5	Bathroom safety bars	☒ = 27	☐ = 18	☒ = 1	☐ = 10
1.7	0.7	Flooring	☒ = 23	☐ = 24	☒ = 8	☐ = 0
OPTIONAL FEATURES						
1.5	0.7	Fireplace	☒ = 7	☐ = 4	☒ = 1	☐ = 22
2.0	0.0	Whirlpool	☐ = 0	☒ = 3	☐ = 0	☐ = 33
1.3	0.6	Air conditioning	☒ = 2	☒ = 1	☐ = 0	☐ = 35
-	-	Emergency call button	☐ = 0	☐ = 0	☐ = 0	☐ = 39
2.1	0.3	Alarm system	☐ = 0	☒ = 8	☒ = 1	☐ = 28
2.3	0.6	Wheelchair access	☐ = 0	☒ = 2	☒ = 1	☐ = 34

MEAN	S.D.	AMENITIES	1=Very Satisfied	2=Somewhat Satisfied	3=Not Satisfied	Is Not Offered
1.6	0.6	Recreation facilities	☒ = 27	☐ = 25	☒ = 4	☐ = 0
1.5	0.5	Open outdoor spaces	☒ = 27	☐ = 24	☒ = 1	☐ = 0
1.5	0.5	Social activities	☒ = 26	☒ = 28	☐ = 1	☐ = 1
MANAGEMENT						
1.5	0.6	Owner's association	☒ = 25	☐ = 22	☒ = 1	☐ = 0
1.5	0.7	Involvement opportunities	☒ = 27	☐ = 17	☒ = 4	☐ = 0
1.6	0.6	Condominium fees	☒ = 21	☐ = 30	☒ = 2	☐ = 0
1.7	0.7	General restrictions	☒ = 22	☐ = 25	☒ = 6	☐ = 0
1.5	0.6	Resale restrictions	☒ = 22	☐ = 21	☒ = 1	☐ = 0
1.7	0.6	Management effectiveness	☒ = 21	☐ = 26	☒ = 4	☐ = 0

10. Would you RECOMMEND a HORIZON VILLAGE complex to friends? (check one)

n=56
 70%
 58.9 ☐ I definitely would
 32.1 ☐ I probably would
 1.8 ☐ I do not know
 5.4 ☐ I probably would not
 1.8 ☐ I definitely would not

11. If you had the OPTION OF MAKING THE CHOICE OVER AGAIN, would you buy a HORIZON VILLAGE UNIT?

n=56
 70%
 71.4 ☐ Yes
 28.6 ☐ Maybe, I do not really know
☐ No (please indicate why not: _____)

12. If you were a DEVELOPER/BUILDER, what would you CHANGE in another retirement village development? (This may include ideas about the complex, the units, and the management)

NOT CODED - SEE CHAPTER 8
 IMPROVEMENTS

GENERAL

13. WHICH of the following statements would BEST DESCRIBE YOUR INVOLVEMENT in the development of your HORIZON VILLAGE COMPLEX? (check one)

n=53
 70%
 66.0 ☐ Able to choose only the interior features/options of my unit
 15.1 ☐ Had a say in my unit's interior features and in the amenities building
 3.8 ☐ Was asked for input on several things, including the overall complex design, the amenities to be offered, and the units
 15.1 ☐ Had no say at all

14. How has your **LIFESTYLE** (the way you live) **CHANGED** since moving to **HORIZON VILLAGE**?
(check all they apply)

	%	Level of Activity		
		Less	Same	More
Social activity n=54	5.6	☐	44.4	☐
Physical activity n=54	11.1	☐	51.9	☐
Leisure time n=54	3.7	☐	37.0	☐
Travel n=52	3.8	☐	63.5	☐
Spending money n=47	17.0	☐	70.2	☐
Other (specify: n=4)	50.0	☐	0	☐

15. Which of the following **SUPPORT SERVICES** would you **LIKE** to have available to **HORIZON VILLAGE RESIDENTS** when the need arises?

%	
13.8	☐ On-site medical clinic
6.9	☐ 24 hour nurse
24.1	☐ Emergency call buttons or systems
6.9	☐ Meal service
13.8	☐ Wheelchair access
10.3	☐ Resident van and driver
5.2	☐ On-site pharmacy service
15.5	☐ Housekeeping/home help services
10.3	☐ Personal help services
53.4	☐ None of the above, will arrange on own

YOUR PREVIOUS HOME

16. What **TYPE OF RESIDENCE** did you live in **BEFORE** moving to Horizon Village?

%	
82.8	☐ House
8.6	☐ Apartment or duplex
3.4	☐ Condominium
5.2	☐ Other

17. Was your **PREVIOUS HOME** in the Edmonton area (includes St. Albert and Sherwood Park)?

%	
77.6	☐ Yes
22.4	☐ No
6.9	☐ Another city (specify: _____)
15.5	☐ Rural area (specify: _____)

18. **HOW LONG** did you live in your **PREVIOUS** home?

%	
13.8	☐ Less than 5 years
22.4	☐ 6 - 10 years
29.3	☐ 11 - 20 years
34.5	☐ More than 20 years

- $n = 50$

- 10-52

25. Is your HORIZON VILLAGE unit:

7.
53.4 ☐ Smaller than your previous home?
20.7 ☐ Larger than your previous home?
25.9 ☐ About the same size as your previous home?

n=58

26. What is the approximate SIZE of your HORIZON VILLAGE home?

7.
33.3 ☐ Less than 1,000 square feet
63.2 ☐ 1,000 - 1,499 square feet
3.5 ☐ 1,500 - 2,000 square feet
0 ☐ More than 2,000 square feet

n=57

27. Do you expect your move to HORIZON VILLAGE to be your FINAL MOVE?

7.
66.7 ☐ Yes
5.3 ☐ No
28.1 ☐ Do not know/ have not thought about it

n=57

28. What would cause you to MOVE from HORIZON VILLAGE? (you may check more than one item)

7.
77.6 ☐ Severe health problems
13.8 ☐ Financial issues
8.6 ☐ Stay close to family who move
15.5 ☐ To live in a milder climate
3.4 ☐ Other (please specify: _____)

n=58

THE PEOPLE IN YOUR HOME

29. MARITAL STATE?

7.
66.7 ☐ Married ☐ Single 0 ☐ Other 0
5.3 ☐ Divorced/Separated ☐ Widowed 28.1

n=57

IT IS IMPORTANT THAT ALL RESIDENTS OF HORIZON VILLAGE BE INCLUDED IN THE STUDY RESULTS. FOR COUPLES, PLEASE ANSWER FOR BOTH THE MALE AND FEMALE MEMBER OF THE HOUSEHOLD. IF ONLY ONE PERSON LIVES IN THE HOME, PLEASE CHECK ONLY THE APPROPRIATE COLUMN.

30. AGE?

	n=56 %	n=40 FEMALE	MALE		F	M
Less than 50 years	1.8	☐	0	☐	MEAN 4.3	4.8
50 - 55 years	8.9	☐	5.0	☐	S.D. 1.3	1.4
56 - 60 years	12.5	☐	17.5	☐		
61 - 65 years	32.1	☐	15.0	☐		
66 - 70 years	28.6	☐	27.5	☐		
71 - 75 years	14.3	☐	22.5	☐		
76 - 80 years	1.8	☐	12.5	☐		
Over 80 years	0	☐	0	☐		

31. What is the highest level of EDUCATION achieved?

	%	n=51 FEMALE	n=38 MALE
High school or less		70.6 ☐	68.4 ☐
College or technical school		17.6 ☐	26.3 ☐
University		11.8 ☐	5.3 ☐

32. Current EMPLOYMENT ?

	%	n=52 FEMALE	n=40 MALE
Full time		7.7 ☐	17.5 ☐
Part time		7.7 ☐	2.5 ☐
Self employed/owner		3.8 ☐	10.0 ☐
Retired		63.5 ☐	67.5 ☐
Not employed		17.3 ☐	2.5 ☐

33. PRIMARY lifetime OCCUPATION ?

	%	n=54 FEMALE	n=39 MALE
Homemaker		51.9 ☐	0 ☐
Managerial		1.8 ☐	17.9 ☐
Professional		9.3 ☐	12.8 ☐
Technical		3.7 ☐	10.3 ☐
Clerical		14.8 ☐	2.6 ☐
Office		3.7 ☐	5.1 ☐
Sales		3.7 ☐	7.7 ☐
Skilled		1.8 ☐	23.1 ☐
Unskilled		0 ☐	7.7 ☐
Farming		5.6 ☐	12.8 ☐
Other (specify: _____)		3.7 ☐	0 ☐

34. Other than Canadian, what is your ETHNIC BACKGROUND ?

	%	n=45 FEMALE	n=31 MALE
German		8.9 ☐	19.4 ☐
Ukrainian		20.0 ☐	12.9 ☐
Polish		0 ☐	3.2 ☐
Italian		0 ☐	0 ☐
Greek		0 ☐	0 ☐
Portuguese		0 ☐	0 ☐
Irish		13.3 ☐	6.4 ☐
English		22.3 ☐	25.8 ☐
Scotish		13.3 ☐	22.6 ☐
Dutch		8.9 ☐	3.2 ☐
Chinese		0 ☐	0 ☐
Other (specify: _____)		13.3 ☐	6.5 ☐

35. How would you describe you and your spouse's present HEALTH ?

	%	n=51 FEMALE	n=39 MALE
Excellent		27.5 ☐	35.9 ☐
Satisfactory		62.7 ☐	41.0 ☐
Poor		9.8 ☐	23.1 ☐

36. Did you TRAVEL outside Alberta during the last year?

n=57
 86.0 ☐ Yes
 14.0 ☐ No _____ 2 Please go to question 39.

37. If you TRAVELLED outside Alberta, did you: (you may check more than one)

n=49
 22.4 ☐ Travel during the summer? 18.4 ☐ Travel during the fall? 17.1 - 20.1 %
 16.3 ☐ Travel during the winter? 4.1 ☐ Travel during the spring? 14.3 - 35.4 %
 6.1 - 21.5 %

38. If you TRAVELLED outside Alberta, HOW LONG (in total) were you away?

n=49
 65.3 ☐ Less than one month
 28.6 ☐ 1 - 2 months
 6.1 ☐ 3 - 4 months
 0 ☐ 5 - 6 months
 0 ☐ More than 6 months

39. How many VEHICLES do you own?

n=57
 66.7 ☐ None
 19.3 ☐ One
 5.3 ☐ Two
 5.3 ☐ Three or more

40. Which of the following groups best describes your TOTAL HOUSEHOLD INCOME AND EARNINGS (before taxes) for 1986?

n=46
 30.4 ☐ Under \$20,000
 34.8 ☐ \$20,000 - \$29,999
 13.0 ☐ \$30,000 - \$39,999
 4.3 ☐ \$40,000 - \$49,999
 6.5 ☐ \$50,000 - \$59,999
 4.3 ☐ \$60,000 - \$69,999
 6.5 ☐ \$70,000 and over
 MEAN = 2.6
 S.D. = 1.8

41. Please indicate WHO ANSWERED this survey questionnaire.

n=57
 36.8 ☐ FEMALE HEAD OF HOUSEHOLD
 10.5 ☐ MALE HEAD OF HOUSEHOLD -A13-
 52.6 ☐ BOTH

THANK YOU FOR YOUR TIME AND COOPERATION!

YOUR SURVEY WILL BE PICKED UP ON _____

**IF YOU ARE NOT GOING TO BE HOME, PLEASE LEAVE THE COMPLETED SURVEY
[SEALED IN THE ENVELOPE PROVIDED] WITH A NEIGHBOR OR IN YOUR MAILBOX.**

**We are interested in talking to Horizon Village residents about their opinions and
ideas in more detail.**

**If you would be willing to discuss retirement housing with us IN PERSON, please fill
in the following information. We will contact you later in January.**

Name: _____

Address: _____

Telephone: _____

Your name will be held in the STRICTEST PROFESSIONAL CONFIDENCE .

For Office

Use Only

□□□

NON-BUYER SURVEY (n=18)

YOUR INTEREST IN MOVING

n = number of respondents

1 a). Please check [✓] ALL the REASONS why you would MOVE from your PRESENT HOME.

- | % | |
|------|--|
| 0 | 1. Present home too small |
| 22.2 | 2. Present home too large |
| 22.2 | 3. Too much outdoor maintenance |
| 33.3 | 4. Home needed major repairs |
| 11.1 | 5. Neighborhood unsafe |
| 16.7 | 6. Too many stairs |
| 22.2 | 7. No main floor laundry facilities |
| 5.6 | 8. Not close to community services (shopping, health care, etc.) |
| 11.1 | 9. Not close to public transportation |
| 22.2 | 10. Home difficult to look after |
| 5.6 | 11. Financial reasons |
| 5.6 | 12. Home too costly |
| 5.6 | 13. Death of spouse |
| 16.7 | 14. Loneliness |
| 5.6 | 15. Health reasons |
| 11.1 | 16. Need for more privacy |
| 5.6 | 17. Wish to be with mature age group |
| 11.1 | 18. Family encouraged the move |
| 5.6 | 19. To be near family/friends |
| 22.2 | 20. Other (please specify: _____) |

1 b). From the ABOVE list, which would be the MOST IMPORTANT REASONS for moving?
(please use the number listed in front of the reason)

- n=18
- (c) # 2 was the most important reason
2, 4, 10 was the 2nd most important reason
_____ was the 3rd most important reason
_____ was the 4th most important reason
7 was the 5th most important reason

2. Which of the following TYPES OF HOUSING would you seriously CONSIDER before moving?
(check [✓] all that apply) [Note: apartments and condominiums are non-subsidized]

- n=16
- | % | |
|------|---|
| 50.0 | ☐ To remain where you were |
| 50.0 | ☐ A house |
| 5.6 | ☐ A high rise apartment |
| 33.3 | ☐ A high rise apartment for seniors |
| 27.3 | ☐ A low rise apartment |
| 22.2 | ☐ A low rise apartment for seniors |
| 11.1 | ☐ A high rise condominium |
| 27.8 | ☐ A high rise condominium for seniors |
| 0 | ☐ A nursing home |
| 0 | ☐ A lodge |
| 5.6 | ☐ Shared housing (among own age group) |
| 0 | ☐ Live in children's home |

3. How did you FIRST HEAR ABOUT HORIZON VILLAGE? (check [✓] one)

- 51.3 ☐ Television
 0 ☐ Radio
 62.5 ☐ Advertisement in a newspaper
 0 ☐ Advertisement in a magazine
 6.3 ☐ Family or friends
 0 ☐ Drove by and saw the sales office
 0 ☐ Other (please specify: _____)

4 a). When you were THINKING about a HORIZON VILLAGE unit, HOW IMPORTANT were EACH of the following factors? (check [✓] one box for each item)

MEAN	S.D.	min., max. = x	1 - Very Important	2 = Important	3 = Unimportant	4 = Very Unimportant	Do Not Know	c
1.3	0.6	1. initial cost	☒ = 13	☐ = 4	☒ = 1	☐ = 0	☐ = 0	
1.3	0.5	2. On-going cost/monthly costs	☒ = 12	☒ = 6	☐ = 0	☐ = 0	☐ = 0	
2.7	0.8	3. Close to current neighborhood	☒ = 1	☐ = 7	☐ = 7	☒ = 3	☐ = 0	
2.6	0.7	4. Close to family/friends	☒ = 10	☐ = 0	☐ = 6	☒ = 2	☐ = 0	
2.0	0.9	5. Close to public transportation	☒ = 6	☐ = 6	☐ = 4	☒ = 1	☐ = 0	
2.3	0.8	6. Social activities	☐ = 3	☐ = 7	☒ = 8	☐ = 0	☐ = 0	
2.4	0.9	7. Recreational activities	☒ = 3	☐ = 6	☐ = 8	☒ = 1	☐ = 0	
2.2	0.7	8. Restricted to age 50 and over	☒ = 2	☐ = 11	☐ = 3	☒ = 1	☐ = 0	
1.5	0.5	9. Safety/security features	☒ = 9	☒ = 9	☐ = 0	☐ = 0	☐ = 0	
1.5	0.5	10. Design of individual unit	☒ = 9	☐ = 9	☐ = 0	☐ = 0	☐ = 0	
1.5	0.5	11. Parking	☒ = 9	☒ = 9	☐ = 0	☐ = 0	☐ = 0	
1.7	0.5	12. Appearance of the buildings	☒ = 6	☒ = 12	☐ = 0	☐ = 0	☐ = 0	
1.4	0.5	13. Maintenance free exteriors (snow removal, grass cutting, etc.)	☒ = 11	☒ = 7	☐ = 0	☐ = 0	☐ = 0	
1.8	0.5	14. Close to health services	☒ = 4	☐ = 12	☒ = 1	☐ = 0	☐ = 0	
1.7	0.7	15. Close to shopping	☒ = 7	☐ = 9	☒ = 2	☐ = 0	☐ = 0	
1.9	0.9	16. Opportunity for ownership	☒ = 6	☐ = 6	☐ = 2	☒ = 1	☐ = 0	
2.4	0.9	17. Purchasing in a new complex	☒ = 3	☐ = 6	☐ = 8	☒ = 1	☐ = 0	
1.7	0.6	18. Resale value	☒ = 7	☐ = 10	☒ = 1	☐ = 0	☐ = 0	
2.2	0.9	19. No children allowed	☒ = 3	☐ = 9	☐ = 3	☒ = 2	☐ = 0	
1.2	0.4	20. Quality of construction	☒ = 14	☒ = 4	☐ = 0	☐ = 0	☐ = 0	

* STANDARD DEVIATION

4 b). From the ABOVE list, which were the 5 MOST IMPORTANT FACTORS? (please use the number listed in front of the reason)

- * 1 was the most important reason
 * 2 was the 2nd most important reason
 * 9 was the 3rd most important reason
 * 13 was the 4th most important reason
 (tie) * 10, 18, 20 was the 5th most important reason

5. When you were **CONSIDERING** a new home **HOW IMPORTANT** were the following **HOME FEATURES** to you? (please check [✓] a box for **EACH** feature)

MEAN	S.D.*	LOCATION	min, max = x			
			1= Very Important	2= Important	3= Unimportant	4= Very Unimportant
2.2	0.8	Distance to transit stop	(n) ☒ = 3	☐ = 9	☐ = 4	☒ = 1
2.4	0.9	Distance to place of worship	☒ = 3	☐ = 6	☐ = 7	☒ = 1
2.1	0.7	Distance to health services	☒ = 3	☐ = 10	☒ = 4	☐ = 0
1.6	0.7	Distance to shopping/services	☒ = 8	☐ = 7	☒ = 2	☐ = 0
2.2	0.7	Distance to family/friends	☒ = 3	☐ = 8	☒ = 6	☐ = 0
3.0	0.7	Distance to parks/lake	☐ = 0	☒ = 9	☐ = 4	☒ = 1
1.5	0.5	Quiet neighborhood	☒ = 8	☒ = 9	☐ = 0	☐ = 0
LOT						
1.6	0.5	Privacy	☒ = 7	☒ = 10	☐ = 0	☐ = 0
2.0	0.9	Size	☒ = 6	☐ = 5	☒ = 6	☐ = 0
2.1	0.8	View	☒ = 4	☐ = 7	☒ = 6	☐ = 0
1.7	0.5	Landscaping	☒ = 5	☒ = 12	☐ = 0	☐ = 0
1.8	0.9	Direction facing (for sun)	☒ = 9	☐ = 3	☒ = 5	☐ = 0
EXTERIOR OF HOME						
1.5	0.5	Patio area	☒ = 7	☒ = 8	☐ = 0	☐ = 0
1.3	0.5	Attached garage	☒ = 12	☒ = 5	☐ = 0	☐ = 0
1.4	0.6	Parking	☒ = 11	☐ = 5	☒ = 1	☐ = 0
2.4	0.8	No steps	☒ = 3	☐ = 4	☒ = 10	☐ = 0
1.5	0.5	Low maintenance (snow removal, etc.)	☒ = 8	☒ = 9	☐ = 0	☐ = 0
1.9	0.8	Covered entrance	☒ = 6	☐ = 5	☒ = 5	☐ = 0
1.6	0.5	Type of windows	☒ = 6	☒ = 11	☐ = 0	☐ = 0
INTERIOR OF HOME						
1.4	0.5	Efficient floor plan	☒ = 11	☒ = 6	☐ = 0	☐ = 0
1.3	0.5	Good use of space	☒ = 12	☒ = 5	☐ = 0	☐ = 0
1.9	0.7	Full basement	☒ = 5	☐ = 9	☒ = 3	☐ = 0
1.5	0.5	Single level (bungalow)	☒ = 9	☒ = 8	☐ = 0	☐ = 0
2.4	0.7	Sun room	☒ = 2	☐ = 6	☒ = 9	☐ = 0
2.1	0.7	Few stairs	☒ = 3	☐ = 9	☒ = 5	☐ = 0
1.1	0.3	Convenient kitchen	☒ = 15	☒ = 2	☐ = 0	☐ = 0
1.2	0.4	Kitchen cupboards	☒ = 13	☒ = 4	☐ = 0	☐ = 0
1.5	0.5	Laundry area	☒ = 8	☒ = 9	☐ = 0	☐ = 0
1.5	0.5	Storage	☒ = 8	☒ = 9	☐ = 0	☐ = 0
1.5	0.5	Lighting	☒ = 8	☒ = 9	☐ = 0	☐ = 0
1.5	0.5	Electrical outlet convenience	☒ = 9	☒ = 8	☐ = 0	☐ = 0
2.1	0.6	Lever-type door handles	☒ = 2	☐ = 11	☒ = 4	☐ = 0
2.1	0.8	Lever-type faucets	☒ = 3	☐ = 9	☐ = 4	☒ = 1
2.1	0.8	Bathroom safety bars	☒ = 4	☐ = 6	☒ = 6	☐ = 1
1.5	0.6	Flooring	☒ = 10	☐ = 6	☒ = 1	☐ = 0

* STANDARD DEVIATION

1 = Very Important 2 = Important 3 = Unimportant 4 = Very Unimportant

MEAN	S. D.	OPTIONAL FEATURES				
2.8	0.7	Fireplace	☒ = 1	☐ = 4	☐ = 11	☒ = 2
2.6	0.8	Whirlpool	☒ = 2	☐ = 4	☐ = 11	☒ = 1
2.8	0.8	Air conditioning	☒ = 2	☐ = 1	☐ = 13	☒ = 2
2.3	0.8	Emergency call button	☒ = 3	☐ = 7	☒ = 8	☐ = 0
2.1	0.6	Alarm system	☒ = 3	☐ = 11	☒ = 4	☐ = 0
2.9	0.6	Wheelchair access	☒ = 1	☐ = 1	☐ = 14	☒ = 2
AMENITIES						
2.4	0.9	Near recreation facilities	☒ = 2	☐ = 8	☐ = 5	☒ = 2
2.3	0.9	Near social activities	☒ = 3	☐ = 8	☐ = 4	☒ = 2

YOUR DECISION NOT TO BUY IN HORIZON VILLAGE

6 a) Please check [✓] ALL your REASONS for NOT BUYING a HORIZON VILLAGE unit.

- n=18
- | | |
|------|--|
| 96 | 1. Like Horizon Village but not ready to move yet |
| 61.1 | 2. Not a good location |
| 22.2 | 3. Would prefer to rent |
| 5.6 | 4. Would prefer a single detached house |
| 0 | 5. Do not want to live in a mature adult community (age 50 and over) |
| 0 | 6. Not enough privacy |
| 61.1 | 7. Too expensive (initial cost) |
| 22.2 | 8. Ongoing/monthly costs too high |
| 0 | 9. Not a suitable lifestyle |
| 0 | 10. Forced by family not to purchase |
| 10.7 | 11. Not good resale value |
| 0 | 12. Not an attractive complex |
| 5.6 | 13. Units too crowded together |
| 0 | 14. New, prefer something more established |
| 0 | 15. No outdoor gardening |
| 5.6 | 16. No suitable floor plans/options available |
| 11.1 | 17. Our choice sold out |
| 0 | 18. Too small |
| 5.6 | 19. Too large |
| 0 | 20. No special design features for seniors |
| 5.6 | 21. Too many restrictions in Horizon Village |
| 5.6 | 22. Quality of construction |
| 27.8 | 23. Other (please specify: _____) |

6 b) From the ABOVE list, which were the 5 MOST IMPORTANT REASONS for NOT BUYING a HORIZON VILLAGE UNIT? (please use the number listed in front of the reason)

- (tie) # 1, 7 was the most important reason
 # _____ was the 2nd most important reason
 (tie) # 2, 8 was the 3rd most important reason
 # _____ was the 4th most important reason
 (tie) # 11, 17 was the 5th most important reason

7. When **CONSIDERING** the purchase of a **HORIZON VILLAGE UNIT**, who had the **MOST INFLUENCE** on your decision not to buy? (check [✓] one)

%

93.8 ☐ No one, I/we made the decision alone

0 ☐ Brother or sister

0 ☐ Adult child

0 ☐ Parent

0 ☐ Other relative

0 ☐ Friend

0 ☐ Salesperson

6.3 ☐ Other (please specify: _____)

n=16

8. How long have you been **LOOKING** for a new home?

%

9.1 ☐ 1 - 4 weeks

0 ☐ 1 - 5 months

9.1 ☐ 6 - 12 months

36.4 ☐ 1 - 2 years

9.1 ☐ 2 - 3 years

36.4 ☐ more than 3 years

n=11

9. If you were a **DEVELOPER/BUILDER**, what would you **CHANGE** in another retirement village development so that your decision to buy might change? (This may include ideas about the complex, the units, and the management)

NOT CODED

YOUR PRESENT HOME

10. What **TYPE OF RESIDENCE** do you live in?

%

88.9 ☐ House

5.6 ☐ Apartment or duplex

5.6 ☐ Condominium

0 ☐ Other

n=18

11. Do you LIVE in:
- n=18*
- 83.4% ☐ Edmonton? _____ Which area? 55.6 NORTH SIDE
 0 ☐ St. Albert 27.8 SOUTH SIDE
 11.1 ☐ Sherwood Park
 5.6 ☐ Other (specify: _____)
12. HOW LONG have you lived in your PRESENT home?
- n=18*
- 11.1% ☐ Less than 5 years
 11.1 ☐ 6 - 10 years
 38.9 ☐ 11 - 20 years
 38.9 ☐ More than 20 years
13. How long do you intend to LIVE in your present home?
- n=17*
- 5.9% less than one year 11.8% more than 2 years
 5.9% 1 - 2 years 41.2% don't know
35.3% other
14. What is the approximate SIZE of your PRESENT home?
- n=18*
- 61.1% ☐ Less than 1,000 square feet
 0 ☐ 1,000 - 1,499 square feet
 22.2 ☐ 1,500 - 2,000 square feet
 16.7 ☐ More than 2,000 square feet
15. Do you RENT or OWN your PRESENT home?
- n=18*
- 94.4% ☐ Own _____ (please go to question 16)
 5.6 ☐ Rent _____ (please go to question 17)
16. Which of the following BEST indicates the amount of MORTGAGE which is remaining on your PRESENT home? (one renter)
- n=16*
- 81.3% ☐ Clear title/no mortgage
 6.2 ☐ Less than \$10,000
 12.5 ☐ \$10,000 - \$19,999
 0 ☐ \$20,000 - \$29,999
 0 ☐ \$30,000 - \$39,999
 0 ☐ \$40,000 or more

THE PEOPLE IN YOUR HOME

17. MARITAL STATE? %
- n=18*
- 88.9 ☐ Married 5.6 ☐ Divorced/Separated 0 ☐ Other
 0 ☐ Single 5.6 ☐ Widowed

IT IS IMPORTANT THAT THE STUDY INCLUDE ALL HEAD MEMBERS OF THE HOUSEHOLD. FOR COUPLES, PLEASE ANSWER FOR BOTH THE MALE AND FEMALE MEMBER OF THE HOUSEHOLD. IF ONLY ONE PERSON LIVES IN THE HOME, PLEASE CHECK [✓] ONLY THE APPROPRIATE COLUMN.

18. AGE?	%	n=18 FEMALE	n=16 MALE		
Less than 50 years		0 ☐	0 ☐	<u>F</u>	<u>M</u>
50 - 55 years		14.7 ☐	0 ☐	MEAN = 3.7	MEAN = 4.4
56 - 60 years		22.2 ☐	31.2 ☐	S.D. = 1.1	S.D. = 1.2
61 - 65 years		38.9 ☐	25.0 ☐		
66 - 70 years		16.7 ☐	18.8 ☐		
71 - 75 years		5.6 ☐	25.0 ☐		
76 - 80 years		0 ☐	0 ☐		
Over 80 years		0 ☐	0 ☐		

19. What is the highest level of EDUCATION achieved?

	%	n=18 FEMALE	n=16 MALE
High school or less		44.4 ☐	31.2 ☐
College or technical school		44.4 ☐	56.3 ☐
University		11.1 ☐	12.5 ☐

20. Current EMPLOYMENT ?

		n=18 FEMALE	n=16 MALE
Full time		11.1 ☐	12.6 ☐
Part time		5.6 ☐	6.2 ☐
Self employed/owner		5.6 ☐	6.2 ☐
Retired		55.6 ☐	75.0 ☐
Not employed		22.2 ☐	0 ☐

21. PRIMARY lifetime OCCUPATION ?

	%	n=18 FEMALE	n=16 MALE
Homemaker		61.1 ☐	0 ☐
Managerial		0 ☐	25.0 ☐
Professional		11.1 ☐	12.5 ☐
Technical		5.6 ☐	25.0 ☐
Clerical		5.6 ☐	18.8 ☐
Office		11.1 ☐	0 ☐
Sales		5.6 ☐	12.5 ☐
Skilled		0 ☐	0 ☐
Unskilled		0 ☐	0 ☐
Farming		0 ☐	0 ☐
Other (specify: _____)		0 ☐	6.2 ☐

22. Other than Canadian, what is your **ETHNIC BACKGROUND** ?

	%	n=14 FEMALE	n=13 MALE
German	14.3	☐	7.7 ☐
Ukrainian	7.1	☐	0 ☐
Polish	0	☐	0 ☐
Italian	0	☐	0 ☐
Greek	0	☐	0 ☐
Portuguese	0	☐	0 ☐
Irish	14.3	☐	15.4 ☐
English	35.7	☐	36.4 ☐
Scottish	14.3	☐	7.7 ☐
Dutch	7.1	☐	7.7 ☐
Chinese	7.1	☐	0 ☐
Other (specify: _____)	0	☐	23.1 ☐

*Danish, Yugoslavians,
Welsh, French*

23. How would you describe you and your spouse's present **HEALTH** ?

	%	n=18 FEMALE	n=16 MALE
Excellent	50.0	☐	50.0 ☐
Satisfactory	50.0	☐	50.0 ☐
Poor	0	☐	✓ ☐

24. Did you **TRAVEL** outside Alberta during the last year?

n=18
74.4 ☐ Yes
5.6 ☐ No _____ Please go to question 27

25. If you **TRAVELLED** outside Alberta, did you: (you may check more than one)

n=17
5.9 ☐ Travel during the summer? 11.8 ☐ Travel during the fall?
11.8 ☐ Travel during the winter? 0 ☐ Travel during the spring
47.0 Travelled 2 seasons 23.5 travelled all seasons

26. If you **TRAVELLED** outside Alberta, **HOW LONG** (in total) were you away?

n=17
35.3 ☐ Less than one month
58.8 ☐ 1 - 2 months
5.9 ☐ 3 - 4 months
0 ☐ 5 - 6 months
0 ☐ More than 6 months

27. How many **VEHICLES** do you own?

n=18
44.4 ☐ One
50.0 ☐ Two
5.6 ☐ Three or more

28. Which of the following groups best describes your TOTAL HOUSEHOLD INCOME AND EARNINGS (before taxes) for 1986?

%
31.3 ☐ Under \$20,000
6.3 ☐ \$20,000 - \$29,999
62.5 ☐ \$30,000 - \$39,999
0 ☐ \$40,000 - \$49,999
0 ☐ \$50,000 - \$59,999
0 ☐ \$60,000 - \$69,999
0 ☐ \$70,000 and over

MEAN = 2.3
S.D. = 0.9

n=16

29. Please indicate who ANSWERED this survey questionnaire.

%
29.4 ☐ FEMALE HEAD OF HOUSEHOLD
0 ☐ MALE HEAD OF HOUSEHOLD
70.6 ☐ BOTH

n=17

THANK YOU FOR YOUR TIME AND COOPERATION!

**PLEASE RETURN YOUR SURVEY IN THE STAMPED ENVELOP
PROVIDED AT YOUR EARLIEST CONVENIENCE**

Your name will be held in the STRICTEST PROFESSIONAL CONFIDENCE .

For Office
Use Only

☐ ☐

APPENDIX B

TABLES

LOCATION Horizon Village location CROSS TABULATION OF
BY THINK14 Close to health services

LOCATION	THINK14				ROW TOTAL
	COUNT	IMPORTANCE		ROW TOTAL	
	ROW PCT	1	2		
	COL PCT	1	2		
	TOT PCT	1	2		
Pineview	1	12	3	15	32.0
		81.2	18.8		
		37.1	20.0		
		26.0	6.0		
Beaumaris	2	20	6	26	52.0
		78.8	23.1		
		57.1	40.0		
		40.0	12.0		
Bearspear	3	2	6	8	16.0
		25.0	75.0		
		5.7	40.0		
		4.0	12.0		
	COLUMN TOTAL	38	18	56	100.0
		70.0	30.0		

CHI-SQUARE D.F. SIGNIFICANCE MIN E.F. CELLS WITH E.F. < 5
9.27188 2 0.0087 2.400 2 OF 6 (33.3%)

NUMBER OF MISSING OBSERVATIONS = 28

$P \leq .05$

LOCATION Horizon Village location CROSS TABULATION OF
BY IMPL0C3 distance to health services

LOCATION	COUNT		IMPL0C3		ROW TOTAL
	ROW PCT	COL PCT	1	2	
	TOT PCT				
Pineview	1		16	2	18
			88.9	11.1	34.0
			42.1	13.3	
			30.2	3.8	
Beaumaris	2		18	8	26
			88.2	30.8	49.1
			47.4	53.3	
			34.0	15.1	
Bearspear	3		4	5	9
			44.4	55.6	17.0
			10.5	33.3	
			7.5	9.4	
COLUMN TOTAL		38	15	53	
TOTAL		71.7	28.3	100.0	

CHI-SQUARE D.F. SIGNIFICANCE MIN E.F. CELLS WITH E.F. < 5
5.99379 2 0.0499 2.547 1 OF 6 (16.7%)

NUMBER OF MISSING OBSERVATIONS = 23

$P \leq .05$

LOCATION Horizon Village location CROSS TABULATION OF
BY IMPI015 boundary, etc.

LOCATION	COUNT		IMPRINTS		ROW TOTAL
	ROW PCT	COL PCT	IMPORT	UNIMPORT	
	YD PCT	PCT	1	2	
PINEVIEW	1		100.0	0	21
			38.2		36.2
			36.2		
BEAUMARIS	2		27	1	28
			88.4	3.6	88.3
			49.1	33.3	
			46.8	1.7	
BEARSPEAR	3		7	2	9
			77.8	22.2	16.8
			12.7	66.7	
			12.1	3.4	
COLUMN TOTAL			85	3	88
			94.8	5.2	100.0

CHI-SQUARE D.F. SIGNIFICANCE MIN E.F. CELLS WITH E.F. < 5
5.92577 2 0.0384 0.496 3 OF 6 (50.0%)

NUMBER OF MISSING OBSERVATIONS = 14

$P \leq .05$

..... LOCATION Horizon Village location C R O S S T A B U L A T I O N O F
 BY SATLOC1 satisfaction-dist to transit

		SATLOC1							
		COUNT		VERY	SAT	SOMEWHAT	NOT SAT		
		ROW	PCT	ISFIED		SATISFIED	SFIED	ROW	TOTAL
		COL	PCT						
LOCATION		707	PCT		1	2	3		
Pineview	1								
				95.2	4.8			21	
				88.0	16.7			39.6	
				37.7	1.9				
Beaumaris	2								
				3	4	17		24	
				12.5	18.7	70.8		45.3	
				10.3	66.7	84.4			
Beaurspaw	3								
				5	1	1		7	
				78.0	12.5	12.5		18.1	
				20.7	18.7	8.8			
				11.3	1.9	1.9			
COLUMN				29	8	18		55	
TOTAL				84.7	11.3	34.0		100.0	

CHI-SQUARE D.F. SIGNIFICANCE MIN E.F. CELLS WITH E.F. < 5
 32.95841 4 0.0000 0.805 5 OF 8 (65.6%)

NUMBER OF MISSING OBSERVATIONS = 23

$P \leq .05$

..... LOCATION Horizon Village location C R O S S T A B U L A T I O N O F
 BY SATEXT2 satisfaction-attached garage

LOCATION		SATEXT2					ROW TOTAL
		COUNT	very sat	somewhat	not sat		
		ROW PCT	isfied	satisfied	sfied		
		COL PCT	1	2	3		
Pineview	1	21				21	37.5
		100.0					
		42.9					
Beaumaris	2	23	3			26	45.4
		88.5	11.5				
		48.8	42.7				
Beaurspaw	3	5	4			9	16.1
		55.6	44.4				
		10.2	87.1				
TOTAL		8.9	7.1				
		45	7			52	
		87.5	12.5			100.0	

CHI-SQUARE D.F. SIGNIFICANCE MIN E.F. CELLS WITH E.F. < 5
 11.41880 2 0.0033 1.125 3 OF 8 (60.0%)

NUMBER OF MISSING OBSERVATIONS = 20

$P \leq .05$

..... LOCATION Horizon Village location C R O S S T A B U L A T I O N O F
 BY SATEXT3 satisfaction-parking

		SATEXT3				
LOCATION	COUNT	very sat	somewhat	not sat		ROW TOTAL
	ROW PCT	isfied	satisfied	sfied		
	COL PCT					
	TOT PCT	1	2	3		
Pineview	1					
		23.8	50.4	23.8		21
		19.2	64.7	45.5		38.9
		9.3	20.4	9.3		
Beaumaris	2					
		17	5	3		25
		68.0	20.0	12.0		45.3
		85.4	29.4	27.3		
Beaurspaw	3					
		31.5	9.3	5.9		8
		4	1	2		14.8
		80.0	12.5	37.5		
TOTAL						
		18.4	5.8	27.3		
		7.4	1.8	5.9		
	COLUMN TOTAL	28	17	11		56
	TOTAL	48.1	31.5	20.4		100.0

CHI-SQUARE D.F. SIGNIFICANCE MIN E.F. CELLS WITH E.F. < 5
 11.64581 4 0.0202 1.830 4 OF 9 (44.4%)

NUMBER OF MISSING OBSERVATIONS = 22

$P \leq .05$

LOCATION Horizon Village location CROSS TABULATION OF SATINTS BY SATINTS satisfaction-few stairs

LOCATION	COUNT ROW PCT COL PCT TOT PCT	SATINTS			ROW TOTAL
		very sat sified	somewhat satisfied	not sat sified	
		1	2	3	
Pineview	1	8 45.0 30.0 18.7	8 30.0 31.8 11.1	5 25.0 100.0 9.3	20 37.0
Seaspray	2	18 84.0 83.3 29.8	9 36.0 47.4 18.7		25 48.3
Seaspray	3	8 55.6 18.7 9.3	8 44.4 21.1 7.4		9 18.7
COLUMN TOTAL		30 55.6	19 36.2	5 9.3	54 100.0

CHI-SQUARE D.F. SIGNIFICANCE MIN E.P. CELLS WITH E.P. < 5
9.59884 4 0.0478 0.833 4 OF 9 (44.4%)

NUMBER OF MISSING OBSERVATIONS = 22

$p \leq .05$

LOCATION Horizon Village location CROSS TABULATION OF SATINTS BY SATINTS satisfaction-kitchen cupboard

LOCATION	COUNT ROW PCT COL PCT TOT PCT	SATINTS			ROW TOTAL
		very sat sified	somewhat satisfied	not sat sified	
		1	2	3	
Pineview	1	17 71.4 40.5 26.3	4 16.0 22.2 7.0	2 8.0 100.0 3.8	21 36.8
Seaspray	2	20 74.1 84.1 35.1	7 26.8 36.9 12.3		27 47.4
Seaspray	3	22 88.9 5.6 3.8	2 7.7 36.8 12.3		9 15.6
COLUMN TOTAL		37 84.9	13 31.8	2 3.8	52 100.0

CHI-SQUARE D.F. SIGNIFICANCE MIN E.P. CELLS WITH E.P. < 5
13.84222 4 0.0078 0.318 4 OF 9 (44.4%)

NUMBER OF MISSING OBSERVATIONS = 19

$p \leq .05$

LOCATION Horizon Village location CROSS TABULATION OF IMPORT4 BY IMPORT4 emerg cell button

LOCATION	COUNT ROW PCT COL PCT TOT PCT	IMPORT4		ROW TOTAL
		import ant	unimport ant	
		1	2	
buyers	1	11 24.4 52.4 17.5	34 75.6 81.0 54.0	45 71.4
non-buyers	2	10 55.6 47.6 18.9	8 44.4 19.0 12.7	18 28.6
COLUMN TOTAL		21 33.3	42 86.7	63 100.0

CHI-SQUARE D.F. SIGNIFICANCE MIN E.P. CELLS WITH E.P. < 5
4.28750 1 0.0384 5.000 NONE
5.80000 1 0.0180 (BEFORE YATES CORRECTION)

NUMBER OF MISSING OBSERVATIONS = 13

$p \leq .05$

LOCATION Horizon Village location CROSSTABULATION OF BY INVOLVE involvement in development

		INVOLVE				
LOCATION	COUNT	chose	had say	asked for no say		ROW
	ROW PCT			P input		TOTAL
	COL PCT					
	TOT PCT	1	2	3	4	
Pineview	1	10	2	2	7	21
		47.5	9.5	9.5	33.2	39.8
		28.6	25.0	100.0	87.5	
		18.9	3.8	3.8	13.2	
Beaumaris	2	17	5		1	23
		73.9	21.7		4.3	43.4
		48.9	82.5		12.5	
		32.1	9.4		1.9	
Beerspaw	3	8	1			9
		88.9	11.1			17.0
		22.9	12.5			
		15.1	1.9			
COLUMN TOTAL		35	8	2	8	53
TOTAL		88.0	15.1	3.8	15.1	100.0

CHI-SQUARE D.F. SIGNIFICANCE MIN E.F. CELLS WITH E.F. < 5
 12.98855 8 0.0295 0.340 5 OF 12 (75.0%)
 NUMBER OF MISSING OBSERVATIONS = 5

$P \leq .05$

LOCATION Horizon Village location CROSSTABULATION OF BY LIFE4 travel

LOCATION	COUNT ROW PCT COL PCT TOT PCT	LIFE4			ROW TOTAL
		less	same	more	
		1	2	3	
Pineview	1	2	8	8	18
		10.5	47.4	42.1	39.5
		100.0	27.3	47.1	
		3.8	17.3	15.4	
Beaumaris	2		20	4	24
			83.3	16.7	48.2
			50.9	23.5	
			38.6	7.7	
Beerspaw	3		4	5	9
			44.4	55.6	17.3
			12.1	28.4	
			7.7	9.5	
COLUMN TOTAL		2	33	17	52
TOTAL		3.8	63.5	32.7	100.0

CHI-SQUARE D.F. SIGNIFICANCE MIN E.F. CELLS WITH E.F. < 5
 10.08471 4 0.0388 0.348 4 OF 5 (80.0%)
 NUMBER OF MISSING OBSERVATIONS = 5

$P \leq .05$

SURVEY Survey type CROSSTABULATION OF BY LOOK how long looked for new home

SURVEY	COUNT ROW PCT COL PCT TOT PCT	LOOK			ROW TOTAL		
		< 1 month	1mo-1yr	> 1 year			
		1	2	3			
Buyer	1	26	22	12	60		
		37.0	46.7	22.3	83.1		
		100.0	91.7	87.1			
		30.8	33.8	15.5			
nonBuyer	2		2	9	11		
			18.3	81.8	18.9		
			8.3	42.9			
			3.1	13.8			
		COLUMN TOTAL		26	24	21	71
		TOTAL		30.8	35.9	37.3	100.0

CHI-SQUARE D.F. SIGNIFICANCE MIN E.F. CELLS WITH E.F. < 5
 18.37878 2 0.0005 3.385 3 OF 5 (60.0%)
 NUMBER OF MISSING OBSERVATIONS = 11

$P \leq .05$

LOCATION Horizon Village location CROSSTABULATION OF BY LOAN loan for purchase?

LOCATION	COUNT ROW PCT COL PCT TOT PCT	LOAN		ROW TOTAL	
		1	2		
					title
Pineview	1	8 25.0 83.3 9.4	15 76.0 31.9 28.3	20 37.7	
Seasurris	2	1 4.0 18.7 1.9	24 98.0 51.1 45.3	25 47.2	
Bearsaw	3		8 100.0 17.0 15.1	8 15.1	
COLUMN TOTAL		9 11.3	47 88.7	53 100.0	

CHI-SQUARE D.F. SIGNIFICANCE MIN E.F. CELLS WITH E.F. < 5
 8.08372 2 0.0477 0.906 3 OF 8 (37.5%)

NUMBER OF MISSING OBSERVATIONS = 8

$P \leq .05$

LOCATION Horizon Village location CROSSTABULATION OF BY UNIT Unit Size

LOCATION	COUNT ROW PCT COL PCT TOT PCT	UNIT			ROW TOTAL
		smaller	larger	same size	
1	2	3			
Pineview	1	51.0 54.8 29.3	4.8 8.3 1.7	3 14.3 20.0 5.2	21 36.2
Seasurris	2	9 32.1 29.0 19.5	11 39.3 81.7 19.0	8 28.6 53.3 13.8	28 49.3
Bearsaw	3	5 16.6 18.1 8.6	4 12.5 28.7 6.9	4 14.4 28.7 6.9	9 15.5
COLUMN TOTAL		31 53.4	12 20.7	15 25.9	58 100.0

CHI-SQUARE D.F. SIGNIFICANCE MIN E.F. CELLS WITH E.F. < 5
 15.84402 4 0.0021 1.882 4 OF 9 (44.4%)

NUMBER OF MISSING OBSERVATIONS = 0

$P \leq .05$

LOCATION Horizon Village location CROSSTABULATION OF BY HOMESIZE size of home

LOCATION	COUNT ROW PCT COL PCT TOT PCT	HOMESIZE					ROW TOTAL
		<1000 sq ft	1000-149 9 sq ft	1500-200 0 sq ft	>2000 sq ft		
1	2	3	4				
Pineview	1	15 75.2 84.2 21.3	5 23.8 10.4 6.9			21 28.0	
Seasurris	2	3 10.7 15.8 4.0	24 85.7 50.0 32.0	1 3.6 15.7 1.3		28 37.3	
Bearsaw	3		7 27.5 14.6 9.3	1 12.5 15.7 1.3		8 10.7	
N/A/Insbuyers	9		15 56.7 35.0 15.0	4 22.2 56.7 9.3	2 11.1 100.0 2.7	16 24.0	
COLUMN TOTAL		18 25.3	48 84.0	6 8.0	2 2.7	75 100.0	

CHI-SQUARE D.F. SIGNIFICANCE MIN E.F. CELLS WITH E.F. < 5
 51.91574 9 0.0000 0.213 10 OF 16 (62.5%)

NUMBER OF MISSING OBSERVATIONS = 1

$P \leq .05$

CROSS TABULATION OF
LOCATION Horizon Village location BY EDUCM education-male

		EDUCH				
LOCATION		COUNT	high sch college/ universi			ROW
		ROW PCT	ee1	tech	ty	TOTAL
		COL PCT				
		TOT PCT	1	2	3	
Pineview	1		10	4		14
			71.4	28.6		38.8
			28.8	40.0		
			28.3	10.5		
Beaumaris	2		13	5		18
			72.2	27.8		47.4
			80.0	80.0		
			34.2	13.2		
Bearspear	3		3	1	2	6
			80.0	18.7	33.3	15.8
			11.8	10.0	100.0	
			7.9	2.8	5.3	
COLUMN		26	10	2	38	
TOTAL		88.4	26.3	5.3	100.0	

CHI-SQUARE D.F. SIGNIFICANCE MIN E.F. CELLS WITH E.F. < 5
11.29472 4 0.0236 0.318 7 OF 8 (77.8%)
NUMBER OF MISSING OBSERVATIONS = 20

$P \leq .05$

CROSS TABULATION OF
SURVEY survey type BY EDUCM education-male

		EDUCH					
		COUNT	high sch college/			universi	ROW
		ROW PCT	ee1	tech	ty		TOTAL
		COL PCT					
		TOT PCT	1	2	3		
SURVEY							
	buyer	1	26	10	3		39
			68.4	26.3	5.3		70.4
			82.9	82.8	80.0		
		48.1	18.5	3.7			
nonbuyer	2		5	9	2	16	
			31.3	56.3	12.5	29.6	
			18.1	47.4	80.0		
			9.3	18.7	3.7		
COLUMN TOTAL			31	19	4	54	
			57.4	35.2	7.4	100.0	

CHI-SQUARE D.F. SIGNIFICANCE MIN E.F. CELLS WITH E.F. < 5
8.37333 2 0.0413 1.185 2 OF 6 (33.3%)
NUMBER OF MISSING OBSERVATIONS = 22

$P \leq .05$

CROSS TABULATION OF
SURVEY survey type BY INCOME total household income

		INCOME				
		COUNT	<\$20,000 \$20-29.9 \$30-39.9 >\$40,000			ROW TOTAL
		ROW PCT				
		COL PCT				
		TOT PCT				
SURVEY			1	2	3	4
buyer	1		14	16	6	10
			30.4	34.8	13.0	21.7
			73.7	94.1	37.5	100.0
			22.8	25.8	9.7	18.1
nonbuyer	2		5	1	10	
			31.3	8.3	82.9	
			28.3	5.9	82.8	
			8.1	1.8	18.1	
	COLUMN TOTAL		19	17	18	54
	TOTAL		30.8	27.4	28.8	13.0

CHI-SQUARE D.F. SIGNIFICANCE MIN E.F. CELLS WITH E.F. < 5
12.25881 3 0.0004 2.581 4 OF 8 (50.0%)
NUMBER OF MISSING OBSERVATIONS = 14

$P \leq .05$

APPENDIX C

GLOSSARY

GLOSSARY

Buyer	an individual or couple who purchased a Horizon Village unit.
Chi Square	a test of statistical significance which is used to determine if variables are independent or related.
Coding	technical procedure by which data are categorized into groups.
Condominium	exclusive ownership of one housing unit in a housing project and co-ownership of a fraction of the common space and facilities.
Cross-Tabulation	count of the number of cases that fall into each of several categories when the categories are based on two or more variables considered simultaneously; allow for statistical analysis using a test of significance such as chi square.
Data	pieces of information ready for analysis.
Depth Interview	a research technique designed to uncover consumer's underlying attitudes and/or motivations through lengthy and relatively unstructured interviews.
Empty Nester	older couple with no children left at home.
Frequencies	descriptive statistics used to organize data which is divided into variable categories. The number of cases in each category is the frequency.
Mean	the average number of observations or responses; the sum of all observations divided by the number of observations.
Missing Observations	when the number of responses is not equal to the number of respondents, it is most frequently due to missing data.
Multiple Response	a procedure performed by the computer using SPSS-X for analysis of questions which allowed for more than one response.
Non-buyer	an individual or couple who looked into purchasing a Horizon Village unit but decided against it.
Pretest	use of a questionnaire on a trial basis in a small pilot study to determine how well the questionnaire works.

S.D.	standard deviation; a statistic which indicates the extent to which the responses vary around the mean.
SPSS-X	Statistical Package for the Social Sciences is a computer program for data analysis.
Sample	part of the population selected for the study.
Significant Differences	determined through a statistical procedure to establish that the relationship did not occur due to chance.
Variable	a characteristic which varies or is subject to change, such as income or satisfaction.

HORIZON VILLAGE - WHITEMUD

OUTLINE SPECIFICATIONS FOR UNITS

FOUNDATION:

- reinforced concrete foundation on reinforced concrete strip footings
- reinforced concrete grade beams on piles at garage

FRAMING:

- 2 x 10 fir floor joists 16" O.C.
- 2 x 6 exterior wall studs except garages which will be 2 x 4
- 2 x 4 interior wall studs
- 2 x 3 studs to exterior walls in basement
- prefabricated wood roof trusses
- 5/8" tongue and groove sub floor screwed down
- wall and roof sheathing
- 2 rows of 2 x 4 at walls between units (double wall system)

EXTERIOR FINISH:

- cedar shake roof
- stucco and / or vinyl or aluminum siding and brick
- prefinished metal eavestroughs, rain water leaders and downspouts
- aluminum soffits
- sun decks at units 41-51 and all designer series
- patios at balance of units

WINDOWS AND EXTERIOR DOORS:

- aluminum sliders or fixed hermetically sealed glazing in wood frames, prefinished metal clad on exterior, painted on interior
- double aluminum patio sliders in frame to match windows
- insulated metal front entry door and obscure glass sidelight in frame to match windows
- sectional wood garage door with light

INSULATION:

- R-8 fibreglass foundation insulation to 24" below grade
- R-20 friction fit batt insulation to exterior walls, except garage
- R-34 loose fill insulation to ceilings except garage
- 2 Rows R-8 insulation to common walls
- 4 mil polyethylene vapour barrier including air seal

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HORIZON VILLAGE WHITEMUD

OUTLINE SPECIFICATIONS FOR UNITS (Continued)

INTERIOR FINISHES:

- painted $\frac{1}{2}$ " drywall walls except garage
- painted $\frac{5}{8}$ " fire rated drywall to common walls and ceilings
- prefinished base board, door frames and casings
- nylon carpet and underlay to floors in bedrooms, living room, dining room, halls and stairs
- resilient flooring on $\frac{1}{4}$ " underlay to kitchen, bathrooms and entry
- prefinished hollow core wood doors in prefinished frame
- solid core prefinished (fire rated) door between garage and kitchen
- post form counter tops in kitchen counter tops and bathroom vanity cupboard
- spray textured ceilings

MECHANICAL:

- gas fired forced air furnace to CMHC standards
- gas fired hot water heater to CMHC standards
- double stainless steel kitchen sink
- bath with shower
- water closet
- wash basin
- washer and dryer hook ups on main floor
- exterior hose bib
- hot and cold taps in basement
- basement floor drain
- bathroom exhaust fan
- range hood

ELECTRICAL:

- all to CMHC requirements
- razor outlets in bathroom
- hook up for washer, dryer, fridge, stove and range hood
- hook up for remote controlled garage door opener